Disney News

OFFICIAL MAGAZINE FOR THE MAGIC KINGDOM CLUB FAMILIES
SUMMER 1984

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DONALD DUCK

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OFFICIAL MAGAZINE FOR MAGIC KINGDOM CLUB FAMILIES • SUMMER 1984

Disney News

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Editor—Margery Lee
Creative Director—Paul Brewer
Art Director—Joe Takahashi
Advertising Manager—Dave Pritchett
Subscriptions—Bettie Woody
Editorial Consultant—Steve Birnbaum

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Cover: This issue is happily dedicated to that delightful character, Donald Duck, this year celebrating half a century of bringing smiles to Disney fans.

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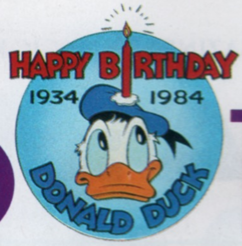
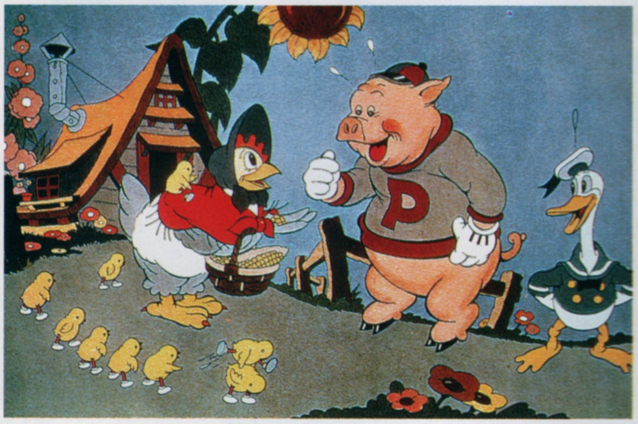
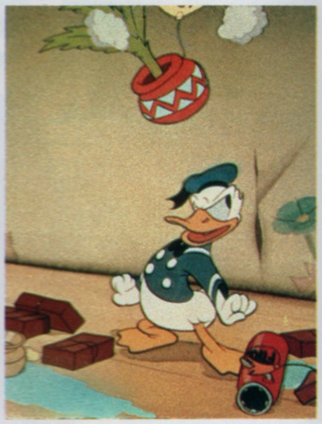
HAPPY 50TH BIRTHDAY,

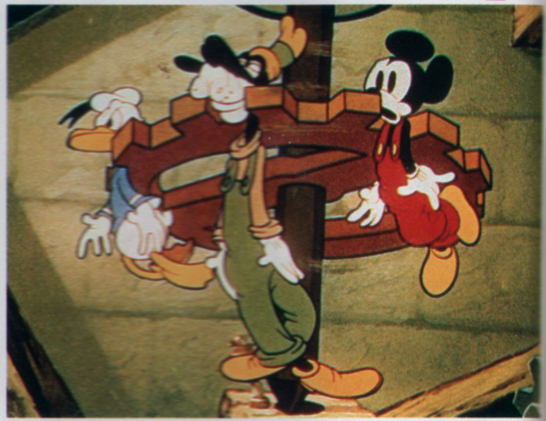




The Wise Little Hen



Orphan's Benefit



Clock Cleaners

by Jim Fanning

He has the most recognizable voice in the world, even though you can barely understand a word he says. His popularity spans the globe, and his adventures in print and on the screen have made him the hero of millions. Yet he's only three feet tall and wears no pants.

His name is Donald Duck and he's celebrating his 50th birthday this year. Unlike many movie stars, Walt Disney's most animated character was an overnight sensation in his first film appearance, and his popularity has been growing ever since.

Although Donald usually celebrates his birthday every Friday the 13th, the web-footed wonder was actually "born" on June 9, 1934, the date of the release of "The Wise Little Hen." It was this cartoon which first brought the Duck before the public, although the story of Donald's hatching goes back a bit earlier.

Donald's success story begins in 1930 when a young man named Clarence Nash was hired by the Adohr Milk Company in California to drive a miniature milk wagon to the Los Angeles area schools. Nash entertained the young students with animal imitations he had mastered during his childhood on an Oklahoma farm. The children particularly favored an imitation of a baby goat.

Hearing that Walt Disney was looking for entertainers who could do animal noises, Nash performed his entire repertoire at the Disney Studio. The girl/goat voice took on yet another identity when Walt Disney declared, "That's our talking duck!"

Clarence "Ducky" Nash was signed to provide the voice for the still-to-be-created cartoon character. "I wanted to be a doctor," Ducky later said, "but I was bound to be the biggest quack in the country."

Ducky's quacking, however, would remain just another trick voice without a compelling character to give it life. A film story line ("The Wise Little Hen") in preparation at the time called for a belligerent type, while the name for a cartoon duck was perhaps suggested by an early Disney storybook.

When Donald first waddled across the screen, however, it wasn't in a Mickey Mouse cartoon, but in a "Silly Symphony." A series of cartoons based on strong musical themes, the Silly Symphonies were Disney's showcase for animation technique and characterization.

Based on the famous Aesop fable, the 1934 Silly Symphony "The Wise Little Hen" tells the story of the mother hen in need of help with her planting. Mrs. Hen has the misfortune to call upon Donald Duck, vice-president of the Idle Hour Club.

In that first appearance 50 years ago, Donald was essentially as we know him today. His orange bill and feet, white feathers and sea-blue sailor suit were all part of his early design. At this stage of his career, however, Donald also had a longer bill, feathery fingers and a plumper body than the "classic" Donald design as perfected later.

Donald was destined for an enduring career. In his next film, a Mickey Mouse cartoon titled "Orphan's Benefit," the Duck stubbornly tries to entertain a group of unruly orphans as he displays his first famous temper tantrum.

Disney previewed the new cartoon and the audience emerged from the theatre talking excitedly about Donald. His prediction of stardom confirmed, Disney began developing Donald's character.

The then duckling began appearing regularly in Mickey Mouse cartoons, usually playing the mischievous prankster. In 1935's "On Ice," for instance, Donald puts ice skates on the unsuspecting Pluto. The brash Duck continually disrupts the musicians in "The Band Concert" (1935), much to maestro Mickey's annoyance.

Within a year of his debut, Donald was rivaling even Mickey Mouse's popularity. In 1937, Donald became the first Disney character since Mickey to star in his own series of cartoons. Donald's first solo vehicle was "Don Donald," an adventure in Mexico.

Donald's popularity has made him a part of our culture. His image can be found on all sorts of merchandise, including lamps, hats, T-shirts and watches.

The international fame of this feisty quacker inspired many columns of newspaper and magazine analysis. Why, it was wondered, is a Duck who embodies peskiness and ill-temper the idol of millions of movie fans the world over?

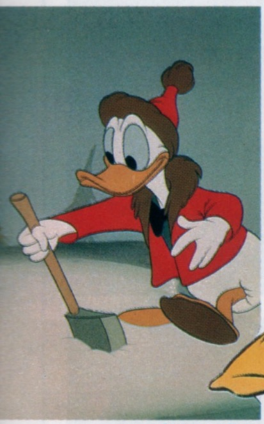
One answer came from a teacher who regarded Donald a modern-day Aesop. "When we see our whims and petty vices in animal form, as in Donald Duck, they are funny, and once recognized we have already taken the first step toward their correction."

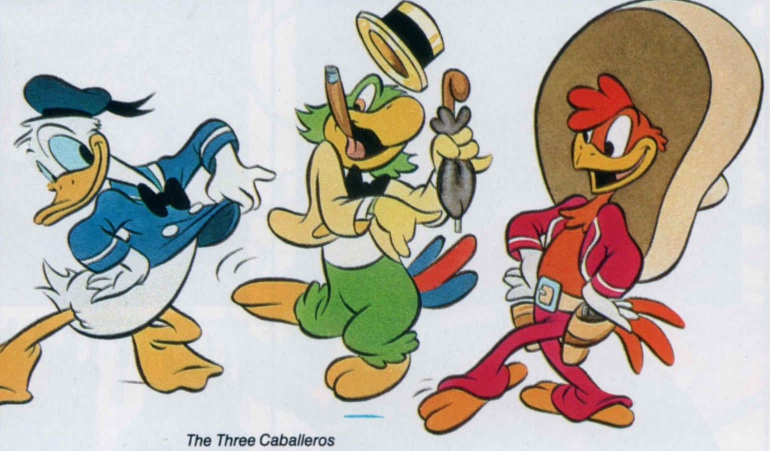
As his career progressed, Donald became a more sympathetic character. He increasingly tried to be good in spite of his inclination towards mischief and rage. In cartoons such as "Clock Cleaners" (1937), "Tugboat Mickey" (1940) and "Boat Builders" (1938), Donald does his darndest to help his friends Mickey and Goofy grapple with some formidable task.

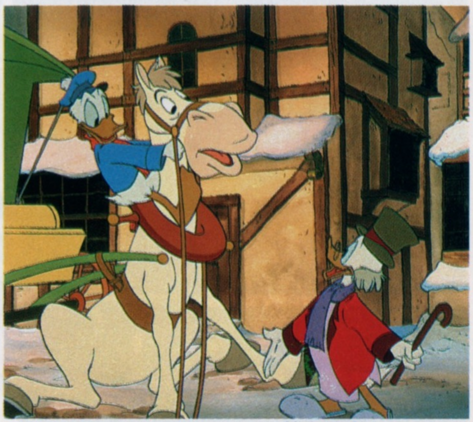
"Donald's Nephews" introduced Huey, Dewey and Louie in 1938. These innocent-looking ducklings are the prime tormentors of their "Unca" Donald in many cartoons.

During the 1950s, Donald's roster of antagonists grew to include a bee, a beetle and Humphrey the Bear. Humphrey makes

DONALD DUCK


Chip and Dale


The Three Caballeros


Mickey's Christmas Carol

his home in a national park, the setting for several chaotic encounters with Donald.

Most infuriating of all to the foul-tempered fowl are Chip and Dale, the mischievous chipmunks first seen in the World War II cartoon, "Private Pluto" (1943). "Chip and Dale" (1947) marked the chipmunks' first appearance with Donald.

In 1941 the U.S. government asked Walt Disney to make a good will tour through South America to demonstrate the artistic side of the United States. Disney agreed to produce several films based on the colorful peoples and locales, and he chose his biggest star to lend his stellar presence to the Latin-flavored proceedings.

Extremely popular in South America where he is known as Pato Donald and Pato Pasqual, Donald was featured in "Saludos Amigos" (1943), followed by "The Three Caballeros" (1945). In this feature, a Latin parrot Jose Carioca, takes Donald on a South-of-the-Border tour.

Donald's Latin American pictures were successful on both sides of the border, but his wartime effort extended beyond diplomatic mission. Along with other movie stars such as Clark Gable and James Stewart, as well as millions of other citizens, Donald served in the military. The Duck's Army experiences are documented in "Donald Gets Drafted" (1942), "The Old Army Game" (1943), and "Commando Duck" (1944), among other cartoons.

In the off-beat "Der Fuehrer's Face" (1943), Donald was seen as the embodiment of the American spirit, winning the Academy Award in the best short subject of the year, Donald's only Oscar so far.

In addition to 164 short subjects, Donald has appeared in several feature films. Aside from "Saludos Amigos" and "The Three Caballeros," Donald was featured in "The Reluctant Dragon" (1941) in which he impatiently helps Robert Benchley understand the technical side of animation. In "Fun and Fancy Free" (1947), Donald joins Mickey and Goofy for a harrowing climb up the beanstalk and a feather-raising encounter with Willie the Giant. Donald is reunited with Jose Carioca and Panchito in "Melody Time" (1948) for a frolic at Cafe de Samba.

In 1954 when Walt Disney became the first major Hollywood producer to enter weekly television, Donald was right at his side in front of the cameras. The Duck has made many appearances on the Disney TV program over the years, starring in episodes such as "Duck For Hire" (1957), "The Mad Hermit of Chimney Butte" (1960) and "A Day In the Life of Donald Duck" (1956). Donald's uncle, Professor Ludwig Von Drake, leading authority on everything, began making regular TV visits starting with the premiere of "Walt Disney's Wonderful World of Color" in 1961. When introduced to Walt Disney, Professor Von Drake remarked, "You must be the fellow who works for my nephew, Donald."

Donald was a familiar sight on TV's "The Mickey Mouse Club" which premiered in 1955. The tenacious Duck never gave up trying to get the Mouseketeers to shout his name instead of Mickey's.

Any review of Donald's lengthy career would be incomplete without a look at the exciting life he leads on the printed page. The daily comic strip "Donald Duck" has been a favorite of newspaper readers since its debut in 1938. The strip was drawn for over 30 years by top Disney artist Al Taliaferro. Donald's comic strip antics are seen daily throughout the United States and in over 100 foreign newspapers.

Al Taliaferro's comic strips were reprinted in comic book form and served as Donald's comic book debut when "Walt Disney's Comics and Stories" first hit the stands in 1940. In 1943 Carl Barks (the creator of Scrooge McDuck) did his first work on a Duck comic book and continued for years to influence a generation of fans.

Scholars and fans alike consider Carl Barks to be the master of comic art in his skilled use of comedy, story construction and characterization. Reprints of Barks' Donald Duck stories are still read today in over 40 countries, while a few first editions bring upward of $2,000.

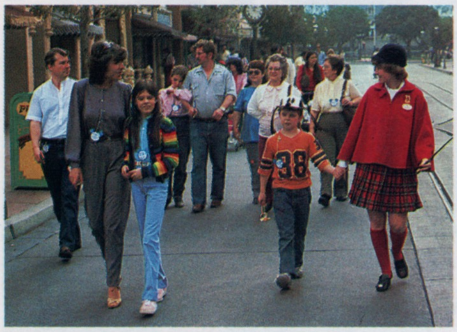
Donald's continued popularity in all his many forms is demonstrated by the fan mail he receives from around the world. To reach his international audience, Donald's films have been translated into twenty-some languages. "Words are written out for me phonetically," Clarence Nash has explained, "and I learned to quack in French, Spanish, Portuguese, Japanese, Chinese (Yes, Peking Duck!) and German."

As the little quacker enters his second half-century of entertainment, he is more in demand than ever before. He personally greets millions of guests annually at DIsneyland, Walt Disney World and Tokyo Disneyland. The Disney Channel pay-TV service is a new outlet for Donald's cartoons.

Rumors of Donald's retirement from films were proven false with his triumphant return to the screen in "Mickey's Christmas Carol," seen in theatres this past holiday season. Donald currently has a featured role in an animated featurette involving the adventures of Christopher Columbus.

In spite of his busy schedule, Donald finds time to celebrate this landmark year along with his many fans. As the world's most famous Duck looks back over his distinguished career, one of his favorite memories may be the wish he receives on this special occasion: "Happy 50th Birthday, Donald Duck – and many more!"

A Guided Tour may be answer to first-time park visitors



"Good morning, everyone. I'm going to be your guide today through the seven magical lands of Disneyland. If you have any questions at any time, please feel free to ask, and I'll do my best to answer them. Also, if I'm walking a little too fast or not speaking loudly enough, be sure and tell me."

You are being greeted by a specially-trained Tour Guide outside City Hall on Main Street, U.S.A., where you are about to embark on an entertaining and educational walk through the Theme Park of Disneyland in California. Especially for the visitor who has only an alloted time in the area, as the situation will be with many guests arriving here for the Olympic games, the Guided Tour of the park may be the best way to see it. The personable young person who escorts your group will answer questions along the way, making sure you are informed about the history of Disneyland, its main attractions, plus interesting sidelights on its design. Your first stop is the train station where you'll board the steam train for a grand circle trip around the Magic Kingdom.

"Due to Walt Disney's keen interest in trains, Disneyland had to have authentic steam trains...one of our engines was built in 1894...each one actually makes over 11,000 round trips yearly."

Returning back to Main Street, U.S.A., a guided tour group gathers in the "Great Moments with Mr. Lincoln" theatre to see the show plus exhibits of Walt Disney's personal memorabilia.

Your tour will last a little over three hours, including time for a short snack. Six major attractions will be on your itinerary, and your Disneyland Passport Ticket will allow unlimited use of any attraction after your tour is completed. That's also when you can browse through the many shops in the park and visit with some of your favorite Disney characters.

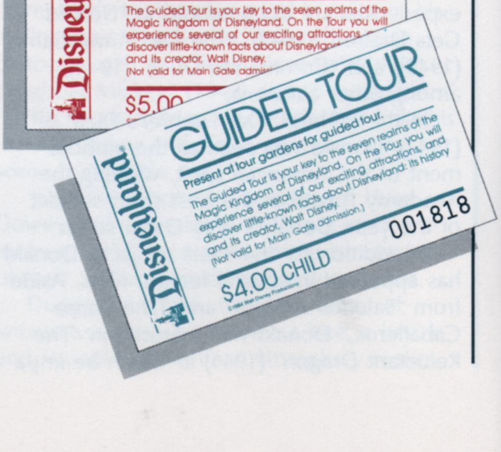
"The next land we are about to enter is Adventureland. Just ahead of us is the world-famous Jungle Cruise...you may want to return for a breath-taking trip down some of the most noted tropical rivers in the world."

Four Guided Tours are offered every day that Disneyland is open. At the present time, there are a total of 47 young men and women who have been trained to serve you; several are versed in one or more foreign languages. You may call 48 hours ahead (714-999-4573) to book a special group at a certain time or to specify a certain linguist.

"Directly ahead is the entrance to Bear Country...where 18 lively bears are anxious to bring us the wildest show in the wilderness...the Country Bear Jamboree!"

There are two ways to purchase Guided Tour tickets. You may choose to purchase them at the time you get your admission Passport at the front ticket booth, or you may decide after you enter the park to arrange for a tour ticket at City Hall. The prices are $5.00 for adults and $4.00 for children (3-12).

"I want to thank all of you for giving me the opportunity to show you Disneyland and tell you about the dreams of Walt Disney and all of us that have truly made it a Magic Kingdom. Have a wonderful day at Disneyland and I hope to see you again soon! Bye-bye, now."



Disneyland

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Disneyland®

GUIDED TOUR

Present at tour gardens for guided tour.

The Guided Tour is your key to the seven realms of the Magic Kingdom of Disneyland. On the Tour you will experience several of our exciting attractions, and discover little-known facts about Disneyland: its history and its creator, Walt Disney.
(Not valid for Main Gate admission.)

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MANY PLANS AFOOT FOR LITTLE QUACKER'S GOLDEN ANNIVERSARY

Disney Parks Celebrate Donald's Birthday

By **Margery R. Lee**

It's truly "The Year of the Duck" as both Disney theme parks celebrate the 50th birthday of the amazing little character who helped Mickey Mouse build a studio empire. But the fun won't stop there. From Hollywood to New York City, Donald Duck will be honored as the star who gained recognition world-wide, certainly not for any special charisma, but rather for his temperamental outbursts to which every fan suffering from life's frustrations could relate.

At both Walt Disney World's Magic Kingdom and at Disneyland Park, daily parades will feature Donald and his "family"—his lady love, Daisy, and his three nephews, Huey, Dewey and Louie. A character show, "A Duck Is Born," will highlight Donald in several of his more noted movie roles. Every live entertainment show will pause at some time to honor the web-footed hero. And of course, colorful park decorations will add to the parks' festivities.

Donald's birthday is celebrated on June 9, a half century after his film debut in a bit part in "The Wise Little Hen." The man who created Donald's unmistakable voice, Clarence "Ducky" Nash, will be on

continued

MANY PLANS AFOOT FOR LITTLE QUACKER'S GOLDEN ANNIVERSARY

Disney Parks Celebrate Donald's Birthday

continued

hand to celebrate following a 15-city whistle-port tour aboard a private jet. The tour will culminate in New York City on the birthday to open a week's festival of favorite Donald Duck films. In Hollywood, plans are afoot for the imbedding of Donald's star in the famous Boulevard's "Walk of Fame," in good company with his noted friends, Walt Disney and Mickey Mouse.

Clarence Nash

This fall, an hour-long special will air on television honoring Donald's 50 years in show business. There will be scores of back-to-school celebrations conducted by leading department stores. Donald comic books and merchandise will be available in quantity. Donald is popular in Europe—even behind the Iron Curtain, his face appears on greeting cards, pencil boxes and milk cartons.

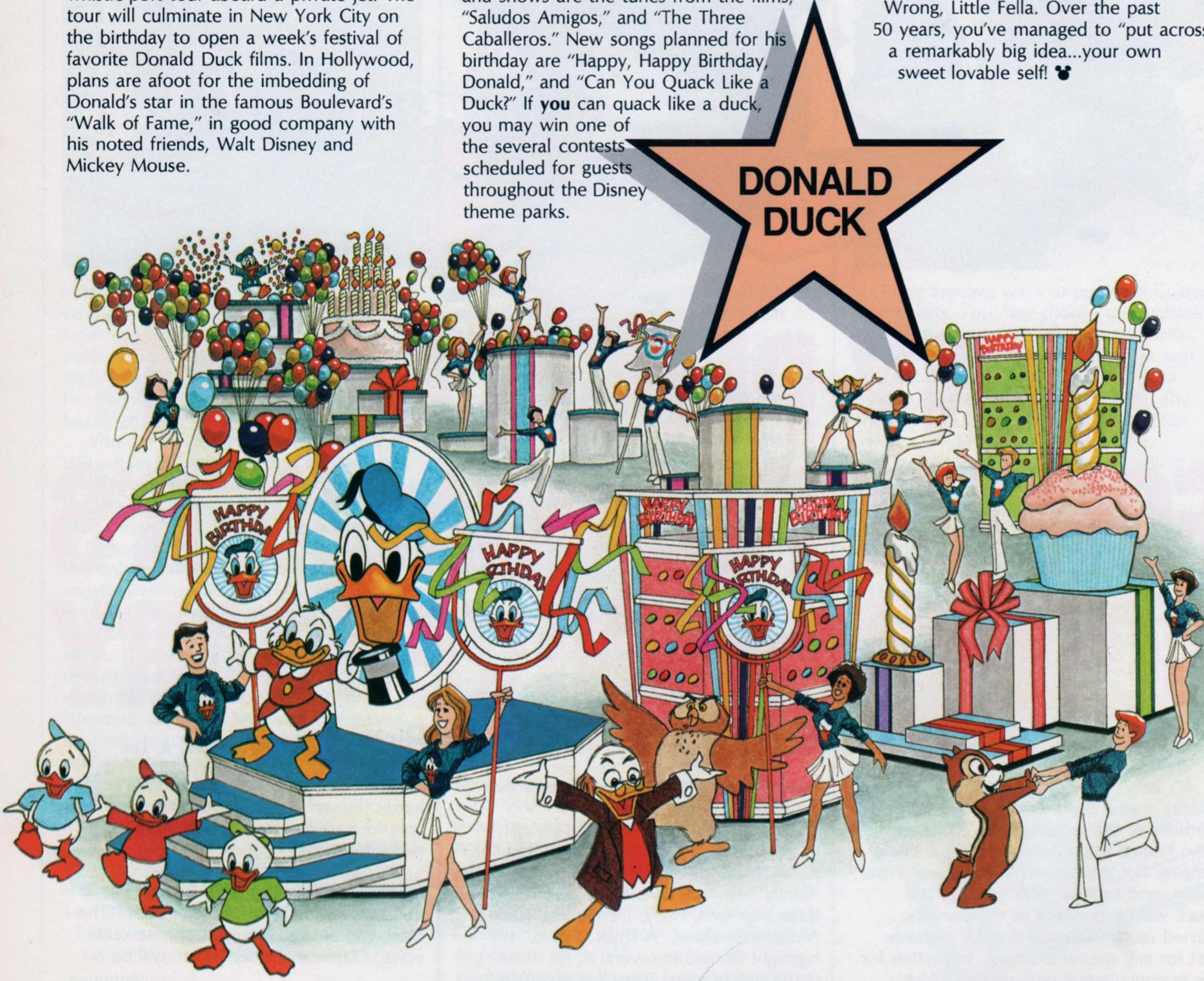
Providing inspiration for musical numbers featured in Donald Duck parades and shows are the tunes from the films, "Saludos Amigos," and "The Three Caballeros." New songs planned for his birthday are "Happy, Happy Birthday, Donald," and "Can You Quack Like a Duck?" If **you** can quack like a duck, you may win one of the several contests scheduled for guests throughout the Disney theme parks.

Donald raised havoc on the Mickey Mouse Club on TV for many years. Now, another generation is watching his antics on the new Disney Cable TV Channel. They can see Donald's first debut in "The Wise Little Hen," up to his last new production, "The Litterbug," released in 1961.

Donald's character was well established from the beginning. Self-centered and raucous, the humorous little fowl with the bright yellow bill stole the show! His trademark temper tantrum was displayed to full advantage in his second film entitled "Orphan's Benefit." In future films, a sly wink served as a prelude to mischief when Donald quacked "Oh Boy! Oh Boy!"

Donald himself has been quoted on the subject of his popularity. "I've a sneaking hunch that people like me," he confides, "but they like to see me get it in the neck. I represent the little man with big ideas who can't quite put them across."

Wrong, Little Fella. Over the past 50 years, you've managed to "put across" a remarkably big idea...your own sweet lovable self!



52 Years later...
LOS ANGELES HOSTS ITS SECOND OLYMPIAD

UNION BANK
CALIFORNIAN
HOTEL

Photo furnished by the greater Los Angeles Visitors and Convention Bureau

By **Margery R. Lee**

It's a little difficult to believe that 52 years have passed since Los Angeles first played host to the games of the X Olympiad in 1932, but this summer will see the Olympic torch again burning in the Los Angeles Coliseum following its hand-carried, 12,000 mile journey from Greece.

The modern Olympics were said to have officially begun in 1896–with the first Olympiad in Athens. But now the count-down has commenced on the XXIIIrd Olympic Games...the first privately-financed Olympics and the historic return to the site where the games were last held in the U.S.

By the time this publication goes to press, every event for XXIII Olympiad must most certainly be sold out, but there are some free events: selected weightlifting, yachting, and men's and women's marathon and individual cycling races. And if the torch-carrier passes through your area, it's free to watch.

For those visitors lucky enough to have procured tickets to events, plus lodging, the added adventures and experiences of seeing the spruced up Olympic city abound! A brand new airport was completed in time to accommodate the hordes of tourists coming from outlying areas.

A million newly planted trees have been planted under the auspices of "The Tree People," headed by actor Gregory Peck. The "Olympiad" newly hybridized red rose was put on sale last winter to help contribute to finances.

This being the home of the great American theme park, included on most itineraries will be Disneyland, with its newly renovated Fantasyland; Universal Studios Tour with "The Adventures of Conan,"; Knott's Berry Farm with its new Camp Snoopy; and Six Flag's Magic Mountain and water stunts on "Mystic Lake."

From the opening ceremonies on July 28 until the closing on August 12, some 12,000 international athletes will partake in 26 major sporting events before an estimated 1½ million spectators...in dozens of Olympic sites spread over an area of 4,500 square miles! It's a far cry from 1932 when crowds were sparse and almost all events took place right in the middle of the Los Angeles Coliseum.

For eight weeks before and two weeks during the time that famous athletes are "going for the gold," America's largest cultural undertaking will be presented by the Los Angeles Olympic Organizing Committee. The 1984 Olympic Arts Festival begins June 1, bringing to Los Angeles the talents of 76 companies from 17 countries! Nightly performances by renowned dance companies and a premiere U.S. appearance by the London Royal Opera are among events planned to entertain Olympic guests. Shakespeare drama, Japanese theatre, Brazilian stage shows, plays from the National Theatre of the Deaf and the Negro Ensemble Company, are but a few highlights of the diverse programs being featured during this celebration. Watch the daily newspapers for Arts Festival calendars of events.

Composer/conductor John William's original *Olympic Fanfare* will open the Hollywood Bowl concert on July 27. Fantastic art exhibitions will be available for all to see in many museums including: The Pacific Asia Museum, the University Art Museum at University of California in Santa Barbara; Santa Barbara's Museum of Art; and at the Los Angeles County Museum of Art, with 125 masterpieces from France and the impressionist painters.

On July 4th, TOPSail '84 will present a day-long sail parade of the largest flotilla ever to ply the Pacific. Foreign tallships plus our own *Pilgrim, California, Argus* and *Perseus* will be visible offshore from Marina Del Rey to Huntington Beach and back to Long Beach.

The Academy of Motion Picture Arts and Sciences, Samuel Goldywin Theatre, will present the first Olympiad of Animation with new works by contemporary animators on June 29 thru July 2.

A 50-hour marathon of films highlighting sports, by FILMEX '84 can be seen July 5 thru July 20. A schedule is available after June 1, from: FILMEX '84, Box 1739, Hollywood, CA 90028.

On several portions of the Santa Ana and Harbor Freeways, motorists can see the varied styles of 10 outstanding Los Angeles artists commissioned by the Olympics Arts Festival. A 75-foot extension to the "Great Wall of Los Angeles" will add an Olympics sports subject to what is already the longest mural in the world... located in North Hollywood, near the intersection of Coldwater Canyon and Burbank Boulevards.

Added to all this cultural feast to the senses are the city and site decorations, mind-boggling graphics and colors, especially in the brilliant red, white and blue wardrobe created for all the athletes. Music, art, dance, film, physical and intellectual achievements will all be honored in Los Angeles this summer in the pursuit of excellence and in the celebration of the human spirit.

Robert Moore, M.D.

by **Christopher Lentz**

There's a fine line which separates the child from the adult in most of us. And keeping perfect balance while walking that tightrope is increasingly more difficult each day. Our world relentlessly tosses us into the arena of adulthood, leaving the opportunities of escape minimal, at best.

Yet, there must be a balance, an ability to enjoy life with the innocence and abandon of the child, and still function in the "real" world. It's just that balance that recently-retired Disney veteran artist/ designer C. Robert Moore has sought to preserve.

To show his whimsical side, "I like to put the initials M.D. behind my name... M.D. for 'Mouse Draw-er,'" muses Bob.

With 43 years as a "mouse draw-er" behind him, Moore looks back on his career at the Disney Studio with pleasure and nostalgia. He was trained by some of the best animators in the field, and he cultivated a friendship with the foremost personality in animation history—Walt Disney. A few of many highlights: Bob designed the Walt Disney commemorative stamp in 1968; a color of paint (Moore Red) in the Disney Paint Department was named after him; and most recently, he designed "Sam the Eagle," the official mascot for the 1984 Olympic Games to be held in Los Angeles.

Bob is a native Californian and second generation Disneyite. "My father was a violinist with the Los Angeles Philharmonic Orchestra. He did a lot of recording for the (Disney) Studio in its really early days. In fact, he was the violinist for the very first Mickey Mouse cartoons 'Steamboat Willie' and 'Plane Crazy'," says Bob. Following a brief stint at Chouinard Art School, Bob went to work for Walter Lantz at Universal Studios in 1938. This was pre-Woody Woodypecker days, when Lantz's main animation projects centered around Andy Panda.

"I always felt Disney was the best though, so that's where I wanted to be. I hired in during 1940, and was a part of the Studio's training program to educate new animators in the Disney way of animation," explains Moore.

His first assignment was on animated shorts and then he moved into the "Fantasia" and "Dumbo" projects as Walt Kelly's assistant. (Kelly later moved on to do the famous comic strip "Pogo.") From there, Moore spent time in the Story Department on Donald Duck and Goofy shorts. He also contributed to "The Reluctant Dragon" and "The Three Caballeros."

When World War II came along in 1941, the Studio contributed its talents to the war effort. Moore was involved in the production of Navy pilot training films. Soon afterward, he enlisted in the Navy and was assigned to a special unit which produced animated fighter training films.

Upon his discharge, Moore returned to the Studio Publicity Department. Here, Bob's talent helped keep the public aware of Disney productions, past and future.

The reason Disney films are still great favorites, Moore explains, is due to "their tremendous reissue value." Classics like "Snow White" are reissued every seven years because a new viewing generation of children emerges about that often.

"We make no pretense of trying to appeal to anyone but children, and even so, people keep coming back to see Disney films. Parents accompany their children because they remember how much they enjoyed the pictures when they first saw them."

In the mid-1950s, Moore was called upon to sign Walt Disney's autograph when Disney's busy schedule made him unavailable. It was at this time that Disney's work load grew tremendously as the company became involved in television, live-action films and the Disneyland Park, along with animated cartoons. Moore could very accurately duplicate Disney's signature while other artists admitted they merely tried to capture the spirit of the signature, rather than attempt to copy it.

What was Walt Disney like as a boss and friend? "He was a genius," Moore recalls. "Very demanding, he knew exactly what he wanted and so as long as you gave it to him, you were okay. He expected it right. Very intense, extremely well read. I was always awestruck in his presence."

Bob continued, "He also had a keen sense of exactly what the public wanted. Despite the cynical critics, Walt proved himself right. 'Snow White' and Disneyland were considered 'Walt's Follies,' but look where those two projects are today. Walt surrounded himself with great people who could accomplish great things. And, that's why everything always worked out."

One of Moore's other claims to fame occurred when he was asked to design the U.S. Postal Service commemorative stamp in Walt Disney's honor following his death in 1968. Moore voiced pleasure at being involved in a project honoring Walt's memory.

"It was a 6-cent stamp, just to give you an idea how long it really was," says Moore. Due to copyright rules, Disney characters were not included, but a portrait of Walt circled by "It's a Small World" children was approved for the project.

A true high point in Bob's career was designing "Sam the Eagle," the official mascot for the 1984 Olympic Games, as well as designing the logos for each event.

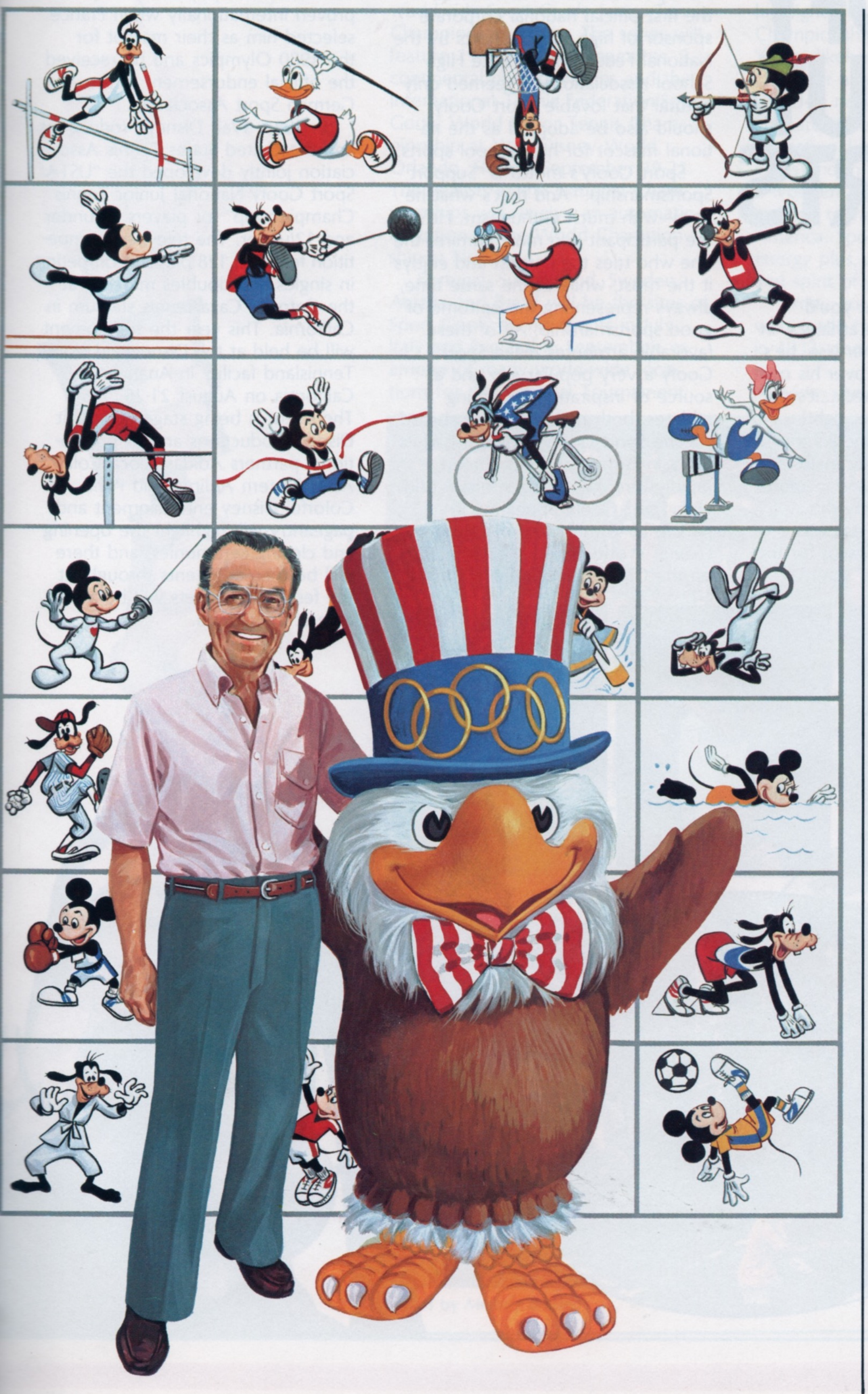
"Sam was far from one of the original mascot concepts. We had about 30 people working on mascot ideas, and did we have some *ideas*," Bob says, and breaks into a hearty laugh.

The entire project began in 1979, with the Moscow Olympics still one year away. When the Los Angeles Olympic Organizing Committee (LAOOC) was formed, it needed a promotional mascot. They asked for the assistance of the Disney organization, noting their reputation in character development and merchandising.

Under the direction of Moore, the Disney team of artists put pencil to paper. The creative group tried an angelic mascot, representative of Los Angeles—the "City of Angeles." But the angel didn't fit the athletic flavor of the Game. The California bear mascot concept was abandoned as the Russians were already using "Misha the Bear" as their 1980 mascot.

"We tried cowboys and Indians, then cactus. Palm trees and oranges were possibilities too," says Bob. "The team even experimented with turkeys, buffalo, turtles and rabbits. Nothing seemed right though."

What would seem to be the obvious soon became the object of their attention...the eagle. Symbolic of America, the eagle is sometimes seen as a formidable



bird of prey, intimidating in appearance. Moore chose to soften his character to a more flexible, salable "cute" as he calls it.

The proposed Olympic bald eagle was designed with the same proportions as Mickey Mouse, three-heads high, with large head and small body. Animators agree that his formula makes a character more of an acceptable "cute". (A human figure is about eight-heads high.) Thus, a great big Mickey appears much smaller because of its proportions.

"As for a name, we chose Sam. What else do you call an eagle? Egbert the Eagle doesn't sound very exciting, does it?" asks Moore.

Although "Sam the Eagle" was designed and developed by Disney artists, it was not retained as a Disney character. All labor and expenses for the project were donated to the LAOOC, and the mascot's copyright was signed over to the Olympic organization. The committee also enlisted the help of Disney's time-tested methods of character merchandising, and Moore personally authorized any drawings or merchandise that incorporated the mascot.

As an outgrowth of Moore's love of the Disney Studio and its people, he and his wife Jacqueline see their involvement with the Disney Artists and Friends of California Institute of the Arts (CalArts) as very important to them, because the school was another one of Walt Disney's dreams. Located in Valencia, CalArts encompasses art, design, film/video, music, theatre and dance to create a "total environment" where training, experimentation and performance in all areas are encouraged.

The Moores are dedicated to the Institute's support organization that strives to raise money for students at CalArts through the sale of Disney artist's works.

The last 18 months of Moore's Disney Studio career were spent in the position of director of special projects. In this capacity, he dealt with the Disney characters, including projects for Disneyland, Walt Disney World and Tokyo Disneyland. Bob also contributed his talents to charity organizations and the Los Angeles Zoo.

Being involved with so many contributions to the Disney organization has kept Moore young at heart, he confides. He has discovered and walked that fine line between the child and the adult. More importantly, his influence was felt by millions of Disney enthusiasts. With 43 years of creative service on his records, Bob Moore reserves the humorous right to add the honorary title "M.D." (Mouse Draw-er) to his name.

GOOFY ABOUT SPORTS

by **Margery R. Lee**

He's not exactly what you'd picture as a superstar in athletics. In any event, sports or otherwise, he's more than likely to trip over his own big feet. But what the heck...it's not whether you win or lose, right? According to Sport Goofy, it's the proper attitude that really matters... how you play it—in life, and in sports.

Which is probably why this famous Disney cartoon star was chosen as the official mascot for the Walt Disney Productions' International Sports Program. When Walt Disney Productions was selected as the first official national corporate sponsor of high school sports by the National Federation of State High School Associations, it seemed only natural that lovable Sport Goofy should also be adopted as the national mascot for high school sports.

Sport Goofy's motto is "Support Sportsmanship." And that's what he does—with much enthusiasm. He's the participant you most admire—the one who tries the hardest and enjoys it the most, while at the same time, always representing the epitome of good sportsmanship. All of these favorable attributes make Sport Goofy a very popular guy and a source of inspiration for young athletes, both nationally and abroad.

The Sport Goofy program had its roots in Europe and has spread rapidly throughout the sports world with Sport Goofy appearing in person at Wimbledon, the Little League World Series, the Indy 500, on the Goodyear Blimp and on NCAA Football network television broadcasts. His popularity was proven internationally when France selected him as their mascot for the 1980 Olympics and he received the official endorsement of the German Sport Association.

In 1983, Walt Disney Productions and the United States Tennis Association jointly developed the "USTA/Sport Goofy National Junior Tennis Championship" for players 14/under and 12/under. The televised competition featured 128 players competing in singles and doubles matches at the Coto de Caza tennis stadium in California. This year the tournament will be held at the Disneyland Hotel/Tennisland facility in Anaheim, California on August 21-26, 1984. The event is being staged by Walt Disney Productions and its promotional partners Adidas, Coca Cola, Atari, Eastern Airlines and Penn. Colorful Disney entertainment and pageantry will highlight the opening and closing ceremonies, and there will be themed events throughout the festivities. Tickets will be available at Tennisland.

The USTA/Sport Goofy National Junior Championship is part of the worldwide Sport Goofy Junior Tennis Championship Series. The series will feature 19 national tournaments, 3 continental championships and the International Tennis Federation/Sport Goofy World Junior Tennis Championship at Walt Disney World, Orlando, Florida, September 19-23. The finalists at the National Championships will receive an automatic invitation to the World Championship in Florida.

Portugal, Switzerland, Sweden, Austria and Brazil will be the sites of Sport Goofy tennis events in July... Italy and England in September; examples of many world-wide locations for the National Tournament Series. In December, a two-hour television "Sportainment" Special will highlight the ITF Junior World Tennis Championship at Walt Disney World. You're likely to see that Goofy character almost anywhere in the world—if not in special events, on animated specials on television, educational programs, merchandise items and in publications, promoting a wonderfully new and healthy attitude towards junior sports in America. Sport Goofy stands for energy plus, and the fun, laughter and spirit of good sportsmanship.

Pretty good for an old duffer who made his film debut* way back in 1932, don't you think?

---

*In "Mickey's Revue."

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SPORT GOOFY
SPORT

Photos by *Melody Braden*

The Growing Family of Disney Corporate Participants

by **Margery R. Lee**

This summer, Disney Park celebrates 29 years of creating superb entertainment. Walt Disney World in Florida honors its 13th anniversary in October. The grandeur of Epcot Center, which opened in 1982, continues to attract enthusiastic guests. And Tokyo Disneyland is into its second year of operation.

With the addition and growth of each new member of the Disney family, new corporate participants have been added to the expanding list of outstanding companies associated with the Disney firm. From the very beginning, these participants have been an important part of Disney successes. For instance, the latest major addition to Future World in Epcot Center is the "Horizons" pavilion, presented by long-time associate, General Electric. Familiar names in giant corporations are in evidence in all the theme parks.

Coca Cola, U.S.A. and American Express Co. are co-participants in the American Adventure Pavilion at Epcot Center. Famous names like Exxon, Kraft, Inc., American Telephone and Telegraph, Eastman Kodak, General Motors, Sperry Corporation, and United Technologies appear in other pavilions in Future World at Epcot Center. The RCA Corporation is associated with the Space Mountain attraction at the Magic Kingdom in Walt Disney World. Hallmark, Arribas Bros., Goebel Art, Pendleton, Elgin, Gerber...distinguished names all, participate in providing their fine products in Disney shops. In World Showcase, Guy Laroche, Sussigkeiten Sweets, Pringle of Scotland, Doulton and Co., Inc., and R. Twining are noted by those familiar with fine European products. Visitors to Tokyo Disneyland are acquainted with many of the Park's associates, Fuji Photo Film, Japan Air Lines, Bridgestone Tire Co. and many more. And the list goes on…

On a colorful background of a sampling of recognizable trademarks, Disney News presents an impressive list of the distinctive national and international companies associated with and contributing to the image and expansion of the Disney organization.

DISNEYLAND PARTICIPANTS

Bank of America
Carnation Company
Castle & Cooke, Inc. (Dole Pineapple)
The Coca-Cola Company
Eastman Kodak Company
Elgin National Industries, Inc. (Bradley Time Division)
Gerber Products Company
Hallmark Cards, Inc.
Geo. A. Hormel & Co.
Hunt-Wesson Foods (Orville Redenbacher Popping Corn)
ITT Continental Baking Co. (Wonder Bread/Hostess
Kikkoman International Inc.
Lawry's Foods, Inc.
McDonnell Douglas Corporation
National Car Rental
Pacific Southwest Airlines (PSA)
Pendleton Woolen Mills
Sunkist Growers, Inc.
Tenneco West (Sun Giant Products)
Western Publishing, Inc.

WALT DISNEY WORLD MAGIC KINGDOM THEME PARK PARTICIPANTS

Castle & Cooke, Inc. (Dole Pineapple)
The Coca-Cola Company
Coppertone (Division of Plough, Inc.)
Eastern Air Lines, Inc.
Eastman Kodak Company
Edison Electric Institute
Elgin National Industries, Inc. (Bradley Time Division)
Fleetwood Enterprises, Inc.
Florida Citrus Commission
General Electric Company
Gerber Products Company
The Goodyear Tire & Rubber Company
Greyhound Lines, Inc.
Hallmark Cards, Inc.
Geo. A. Hormel & Co.
Hunt-Wesson Foods (Orville Redenbacher Popping Corner)
Kikkoman International Inc.
Kitchens of Sara Lee
Kraft, Inc.
McDonnell Douglas Corporation
National Car Rental
The Nestle Company, Inc.
RCA Corporation
The J.M. Smucker Company
Sun Banks of Florida, Inc.
Tenneco West (Sun Giant Products)
Western Publishing, Inc.
Wise/Old London Foods

EPCOT CENTER PARTICIPANTS
Walt Disney World

Future World

American Telephone and Telegraph
Eastman Kodak Company
Exxon Corporation
General Electric Company
General Motors Corporation
Kraft, Inc.
Sperry Corporation
United Technologies

World Showcase

American Express Co.
Bahlsen of America, Inc.
Barton & Guestier
Bass Export, Limited
Bocuse, Fouret, Lenotre & Verge (Les Chefs de France)
Brauerei Beck GmbH & Company
Casa Vinicola Barone Ricasoli (Seagram Wine Co.)
Cerveceria Moctezuma, S.A.
China Pavilion Exhibition Corp.
Coca-Cola, U.S.A.
Doulton and Co., Limited
Goebel Art
Groupe D'Entreprifef Franco Americaines (Lanson Champagne)
Grosvenor Marketing Ltd.
Guy Laroche, S.P.A.
Hutschenreuther A.G.
International Gourmet Restaurants of America, Inc. (Alfredo's)
i. Santi
Kirin USA, Inc.
Labatt Brewing Company, Limited
Mitsukoshi, Inc.
Pringle of Scotland, Limited
San Angel Inn, Inc.
H. Schmitt Söhne GmbH
Tequila Cuervo, S.A.
TransCanada Telephone System

TOKYO DISNEYLAND PARTICIPANTS

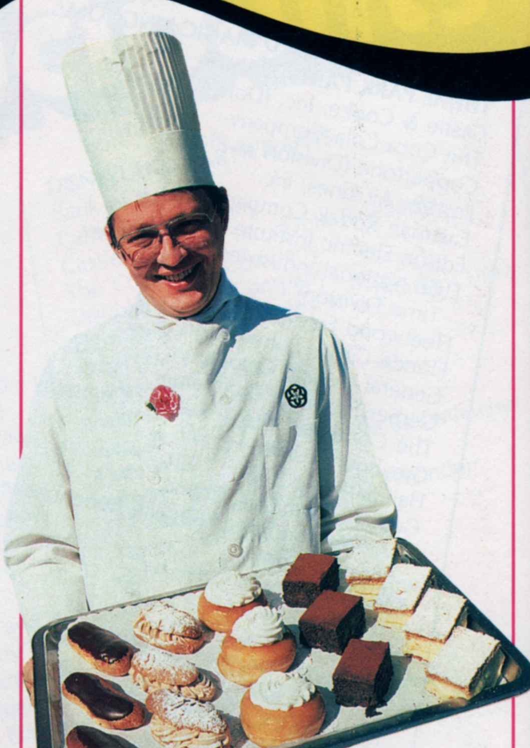
Bridgestone Tire Co., Ltd.
Coca-Cola (Japan) Co., Ltd.
Fuji Photo Film Co., Ltd.
K. Hattori & Co., Ltd.
House Food Industrial Co., Ltd.
Japan Air Lines Co., Ltd.
Juchheim's Co., Ltd.
Kikkoman Corporation
Kirin Brewery Co., Ltd.
Kodansha Publishers, Ltd.
Matsushita Electric Industrial Co., Ltd.
Meiji Milk Products Co., Ltd.
Nippon Oil Co., Ltd.
Nippon Suisan
Prima Meat Packers, Ltd.
Sogo Stores, Ltd.
Sunkist Growers, Inc.
Tomy Co., Ltd.
Ueshima Coffee Co., Ltd.
Yamazaki Bread

Disney Serend

Serendipity is a marvelous word meaning... the faculty of finding something rare or of personal value even though you weren't searching for that particular something. Which perfectly describes this first in a series of new Disney News featurettes. From them, Disney News readers will be made aware of shopping adventures within the Disney Parks. Most importantly, we'll highlight the availability of distinguished merchandise—in association with many noted corporate participants. There will also be inside tips on dining and fast foods, Disneyana collectibles and unique gifts for the folks back home. Enjoy.

Cartful of Surprises
In the warm and colorful marketplace of the ITALY pavilion in World Showcase, you'll find an Italian carro (cart) overflowing with a delicious assortment of packaged treats: Perugina Chocolates and Cookies, Alemagna Chocolate Cakes, Aperitif Biscuits...to name a few. Shopping here is as exciting and spontaneous as the entertainment on the Piazza del Teatro.

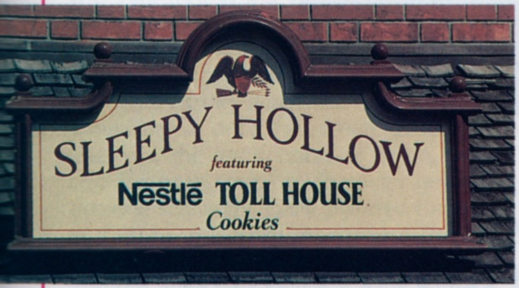
Beck's Beer Served Here
Oktoberfest is all year long at the Biergarten Restaurant in the fairy-tale atmosphere of GERMANY in Epcot Center. In authentic Black Forest costume, Fraulein Inna serves a foaming full-litre stein of Beck's thirst-quenching beer.



Yummers from France
The intoxicating aromas identified with only a French bakery, lead Epcot Center visitors to the Boulangerie Patisserie and Au Petit Cafe in FRANCE. Here, fabulous French desserts are freshly baked daily—sending fragrances of the puffy pastries throughout the Square. Strawberry, raspberry and apricot tarts...chocolate, Viennese nut tortes...cakes soaked in heady syrups. Yumm! Chef Francois proudly shows a few additional delights.
Bon apetit!

For the shoppers' convenience: both Epcot Center and the Magic Kingdom provide the service of sending packages to a pick-up station at the entrances.

Produced and photographed
by **Dawn and Max Navarro**



Sweets for the Sweet

Nestle Chocolate is as American as Liberty Square and apple pie! Nestles Toll House Cookies are known to be this nation's first and favorite chocolate chip cookie. They are served in the early-American atmosphere of the Sleepy Hollow Refreshment Kitchen. Stop by this convenient little spot and munch awhile on freshly-baked cookies.

Partager
B·G
Vin Blanc
Vin Rosé
Vin Rouge

Les Vins de France

In FRANCE, in a charming red brick wine cellar setting, the La Maison du Vin, presented by Barton and Guestier, showcases irresistable choices of conveniently packaged French wines.

SCHMITT SÖHNE
Edelweiss
Brummi
VARIATION
BECK'S BEER

Picnic Time at Walt Disney World

On a grassy knoll adjacent to the delightful shops in Walt Disney World Village at Walt Disney World, Disney News found the perfect setting for a picnic. The waters of the lake lapped gently against the sturdy hull of the *Empress Lilly* in the background.

The attactive wicker basket from the Village Port of Entry is filled to the brim with tasty treats from shops and food facilities at the Village, Walt Disney World Magic Kingdom and Epcot Center. How about an aperitif of the excellent wine from Schmitt Söhne, followed by H. Bahlsen biscuits and Edelweiss, Fromage Queso Camembert, all available in GERMANY at World Showcase. The tempting giant submarine sandwich, stuffed with a variety of cold cuts and cheese, and garnished with a fresh salad, is from the Village Heidelberger's Deli. A choice of Kirin or Beck's beer with fresh fruit adds more flavors to our picnic and are from the Village Gourmet Pantry. Smucker's jams, a jar of Florida honey and some old-fashioned sweets are from the Market House in the Magic Kingdom. And as a final delight, a selection of desserts from ITALY in World Showcase—a chocolate coated cake, Alemagna, Baby Panettone and sweet chocolates. From H. Bahlsen in Germany: Honnies-Sugar toasted peanuts and Brummi-Gummy candy bears.

Our color-coordinated picnic accessories: napkins, wicker and paper cups, plates and plastic utensils are from The Pottery Chalet and "Read & 'Rite 'N'" at the Village. Flowers complete the setting and are from the Contemporary Hotel Florist.

LET'S GO TO THE

MOVIES

THE JUNGLE BOOK:

WALT DISNEY'S CLASSIC "FIRST EDITION"

by **Jim Fanning**

"The fable is the best story-telling device ever conceived," Walt Disney once observed, "and of course, animal characters have always been the personnel of fable; animals through which the foibles as well as the virtues of humans can best and most hilariously be reflected."

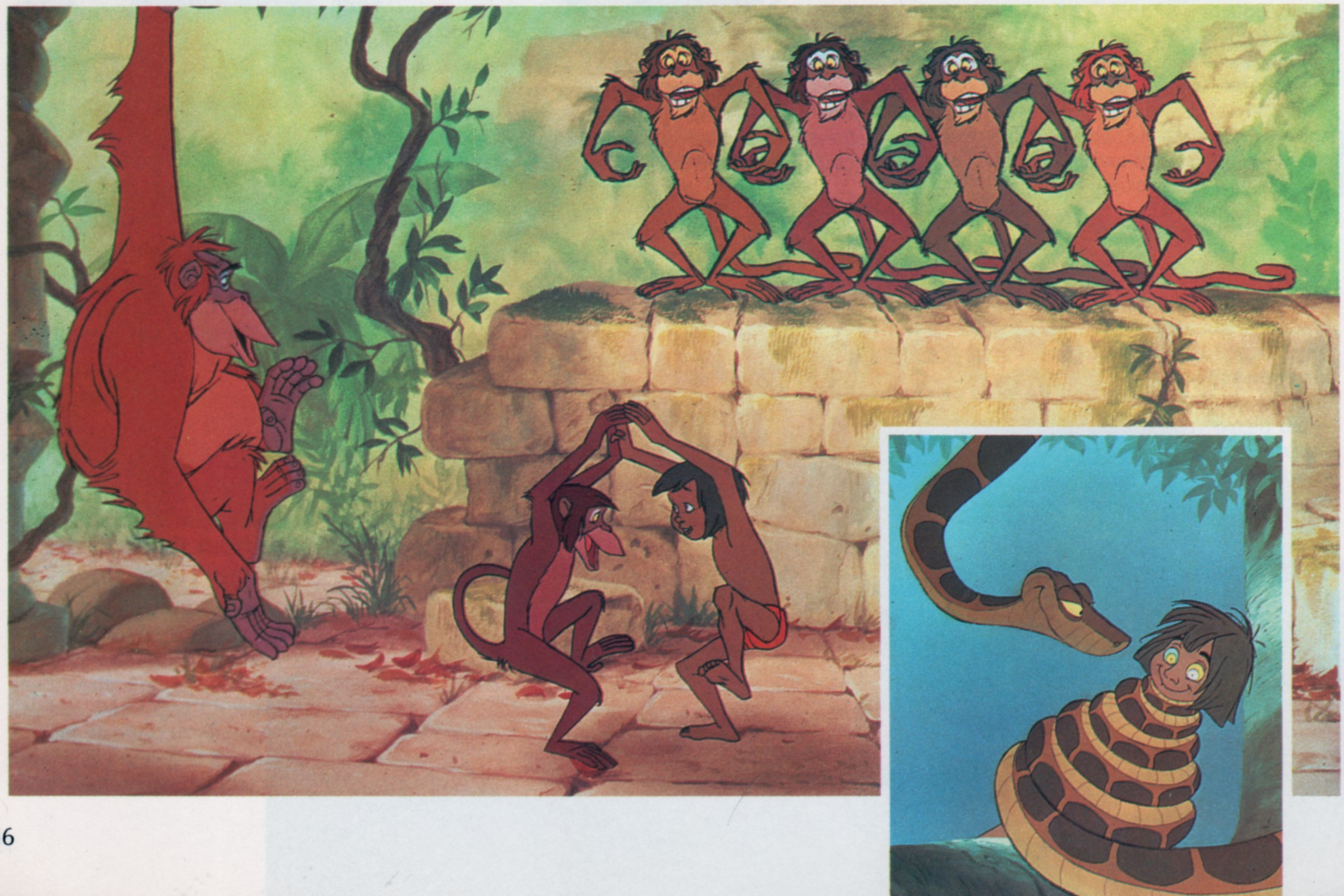
Although speaking in general, Disney could have been referring to *The Jungle Book*, the full-length animated adventure being re-released in neighborhood theatres this summer. Inspired by Rudyard Kipling's "Mowgli" stories, *The Jungle Book* features an all-star animal cast with personalities revealing the many sides of human nature.

Disney had long recognized the potential Kipling's animal tales held for adaptation to the animated medium. Kipling based his "Jungle Book" (the "Mowgli" stories are only one part of this collection) on Indian folktales the author heard during his boyhood in Bombay. After years of trying, Disney finally obtained the screen rights to the stories in late 1962.

Even with his top storymen assigned to the project, however, a workable plot based on the stories eluded Disney. He decided to take Kipling's basic situation — a young boy living among the jungle animals — and freely adapt the story and characters to meet the demands of animated entertainment. Walt summed things up when he handed newly-assigned storyman Larry Clemmons the Kipling book and said, "the first thing I want you to do is not to read it."

The resulting storyline concerns the black panther Bagheera and his efforts to return Mowgli (abandoned as a baby and raised in the jungle by wolves) to the man-village, safe from the vicious tiger Shere Khan.

Creative alterations were made as writers Larry Clemmons, Ralph Wright, Ken Anderson and Vance Gerry sought to



build entertaining screen relationships between the characters. Kaa the python, a friendly if mysterious ally in Kipling's original, became a comically villainous threat, representing the dangers of the jungle. Shere Khan evolved into an aristocratic heavy, conceited and full of contempt for his victims.

The reshaping of Baloo the bear's character led to an unexpected development which affected the entire storyline as well as Disney's approach to character animation. Baloo, the gruff teacher of jungle law in the original stories, became an easygoing type representing the slovenly side of life. The animators soon realized, however, that Baloo was too ordinary to be entertainingly animated. Many voices were tested in search of a unique personality.

Finally Walt Disney suggested Phil Harris, having seen the entertainer at a recent Palm Springs benefit. Disney's staff was surprised at the unconventional suggestion, but Walt subsequently approved Phil Harris's test track and, inspired by the natural rhythm Harris had infused into the dialogue, Disney acted out how Baloo would dance onto the screen. When he later saw the test footage of Baloo, Disney decided to expand the character beyond the one scene originally planned for him. In their book "Disney Animation: The Illusion of Life,"* veteran animators Frank Thomas and Ollie Johnston have written: "Instead of the little cameo part that had been planned, (Baloo) was built into the story more and more until he was the main force that made it work."

Never before in a Disney feature had vocal talent so strongly influenced the development of an animated character; even the mannerisms and facial expressions of Phil Harris were used in the animation of Baloo. Phil Harris told the artists their work on Baloo had made him immortal.

Other voice work in *The Jungle Book* affected character in much the same way as Harris influenced Baloo. George Sanders added a new dimension of self-assured arrogance to Shere Khan, and the tiger emerged as a caricature of Sanders. Louis Prima was cast as the voice of King Louie the Most, orangutan leader of the jungle's monkeys.

As with most of the Disney animated features, music is an important part of *The Jungle Book*. Having written songs for many Disney films including *The Sword In The Stone* and *Mary Poppins*, Richard and Robert Sherman came up with five new tunes for *The Jungle Book*. In the best musical comedy tradition, the songs were intended to define character and move the story forward.

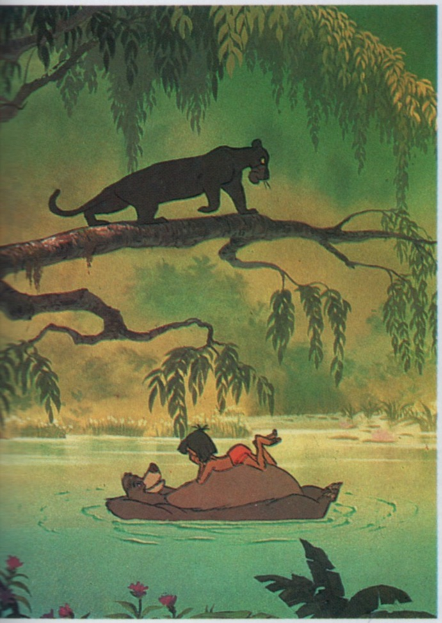
Another song, "Trust In Me," was written when Walt Disney decided to bring Kaa back into the picture in a later scene. (Like Baloo, Kaa was originally a one-scene character.) The Sherman brothers composed the music and lyrics of the song so as to accentuate the slyly hissing "s" sounds veteran Disney voice man Sterling Holloway employed in doing Kaa's voice.

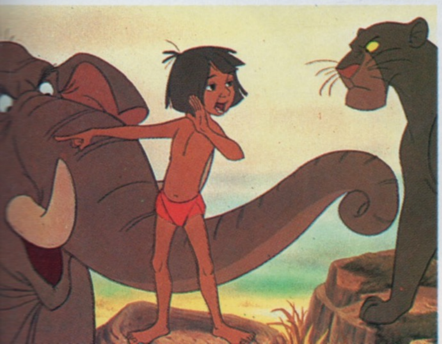
"The Bare Necessities" is the one *Jungle Book* song not written by the Shermans. Terry Gilkyson, who had written songs for several other Disney movies, composed Baloo's big number detailing the bear's easy-going attitude. Nominated for an Academy Award, "The Bare Necessities" has joined the long list of Disney standards. The animation team felt *The Jungle Book* was destined to be one of Disney's best. Disney himself, however, was never to see the finished film. On December 15, 1966, Walt Disney died. None mourned his loss more than his animators who were now faced with finishing *The Jungle Book* without Walt.

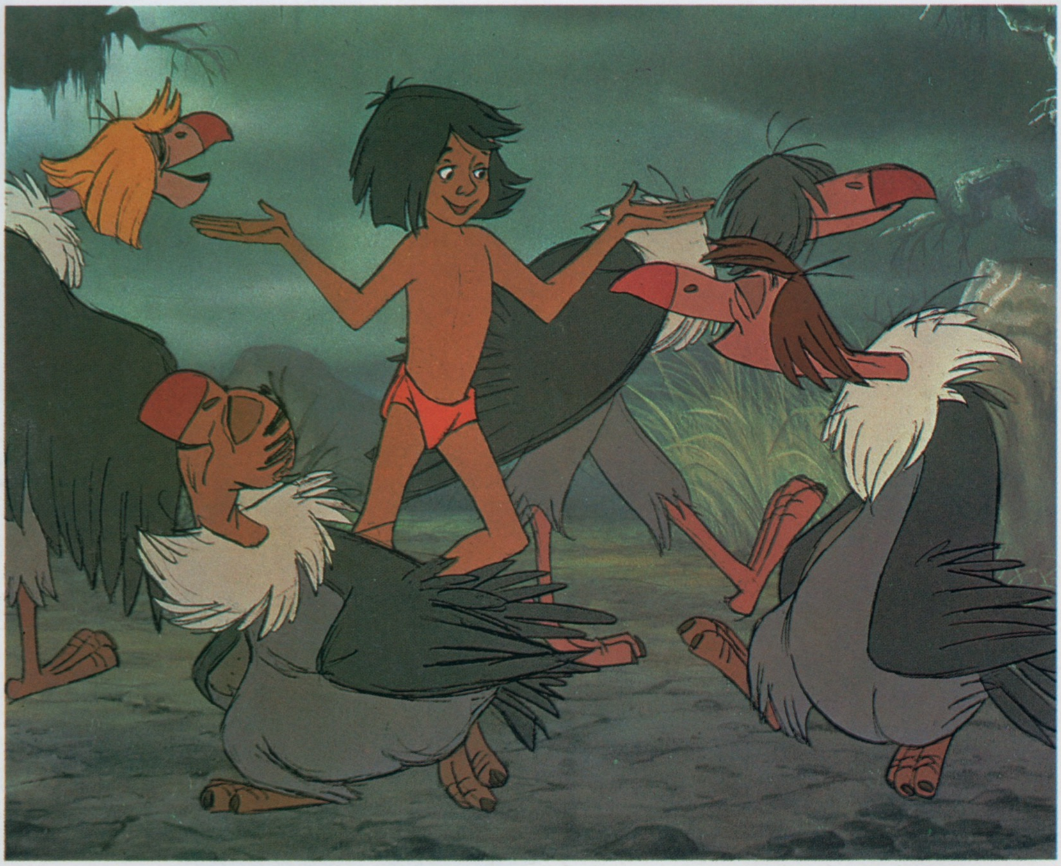
The Jungle Book was released in late 1967, marking the 30th anniversary of the first full-length cartoon features, *Snow White and the Seven Dwarfs.* Millions of movie-goers made the new film a hit, and *The Jungle Book* had the most successful domestic first release of any animated feature.

The popularity of *The Jungle Book* ensured that animation in feature film form would live on. The film lives on, too, for old friends to enjoy again and new generations to experience for the first time. *Time* magazine may have put it best when it said *The Jungle Book* is "the happiest possible way to remember Walt Disney."

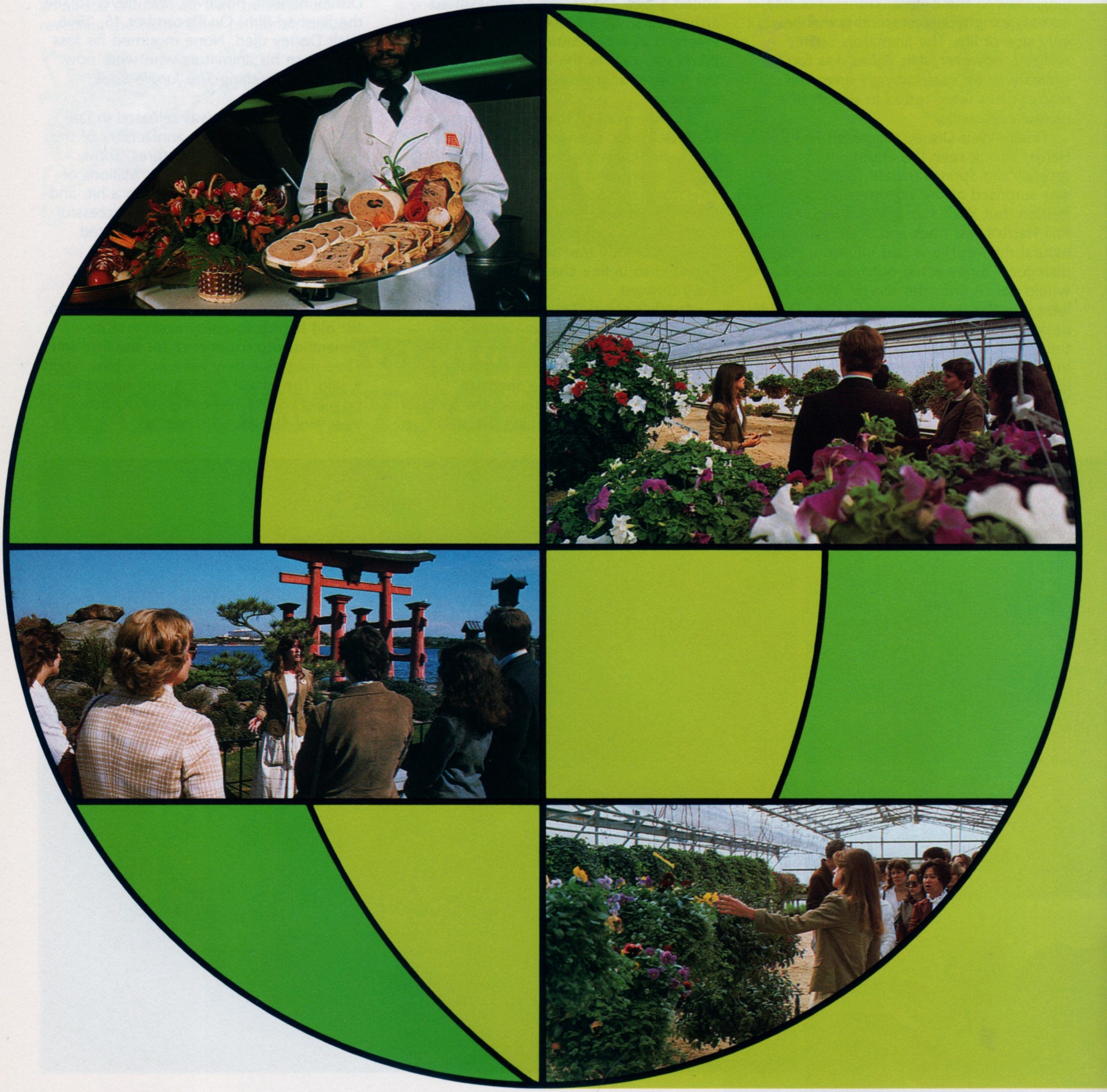
*New York: Abbeville Press, 1981.







WALT DISNEY WORLD VACATION SEMINARS



Making the World Your Classroom

by **Margery R. Lee**

Have you often dreamed of combining vacation time with a portion of that precious time spent in furthering your hobby or particular interest? Are you interested in the preparation of gourmet dinners and mouthwatering appetizers... those that make your guests beg for your recipes? Or perhaps your favorite pastime is gardening. Would you like to be the envy of your friends as they watch you artfully arranging flowers—as you were instructed by the landscaping professionals of Walt Disney World?

Or maybe you're the curious type: into art, entertainment and technological achievements—curious about all that's involved, for instance, just to put one character parade into motion in the Walt Disney Magic Kingdom.

If your outside interests lie in any of these areas, **Walt Disney World Vacation Seminars** have been designed to offer you unforgettable days basking in the magic of the Magic Kingdom Theme Park; exploring the uniqueness of Epcot Center; and combining all this with a learning experience in classes relating to your special interest. Wouldn't that be a relaxing and fun way to spend a vacation?

The Walt Disney World Vacation Kingdom provides a "living laboratory" for learning, both onstage and behind-the-scenes, with the professionals who will share their knowledge and expertise with you. In these special **Vacation Seminars**, you will join groups on backstage tours for a rare look at what makes this giant entertainment complex run so smoothly and with so much innovation.

This year's *Seminar Series*, beginning in May, consists of three educationally fun vacation packages: (A) *"Disney Culinary Arts,"* (B) *"Landscaping for the Home Gardener,"* (C) *"Disney Discovery Series."*

Each specialty course in the series is presented by Walt Disney World instructors skilled in that particular course of study. A looseleaf textbook, with course information, all equipment and materials are provided.

All three packages include a "Welcome" reception, "Gala Gourmet" dinner and "Farewell" luncheon, where you will meet new friends and enjoy the company of your fellow classmates. And, every class member receives a certificate of completion and a special souvenir gift awarded at the final luncheon.

Included with the price of each package are Passports (unlimited use tickets) good for three days' admission to the Magic Kingdom Theme Park and Epcot Center. Buses will provide shuttle service between your hotel, the Magic Kingdom and Epcot Center, plus service to and from all classes. You'll have plenty of free time to enjoy outdoor recreation and visits to the park. Your lodging for four nights will be at the Hotel Royal Plaza, which is located at Walt Disney World Village Hotel Plaza near the charming gift shops and restaurants of the "Village." The Royal Plaza offers resort luxuries such as four lighted tennis courts, heated pool and health spa.

Now for a description of each package.

If you enroll in the *Culinary Arts of Walt Disney World* class, you will receive professional instruction from highly skilled Disney chefs in four morning presentations and one afternoon field trip on: elegant appetizers; soups and sauces; entrees and vegetables; and desserts and pastries. This class also receives private meal arrangements beginning with a Sunday reception; two luncheons; a Gala Gourmet dinner; and a farewell brunch. Refreshments are served on class breaks. Package rates for two participants (double occupancy) are $595 each.*

As a participant in the *Cultivating the Gardens of the World* (landscaping for the home gardener) seminar, you'll tour the greenhouses, gardens, and production facilities that are responsible for the beautiful manicured landscaping of Walt Disney World. Scheduled topics by qualified instructors will cover: flower arranging, pest control, topiary gardening irrigation and plant propagation. You too will enjoy the welcome reception and special outstanding meals. The rates are $595 each for two participants (double occupancy).*

In three fascinating sessions, the *Disney Discovery Series* will provide the facts as to how all the magic of Walt Disney World comes about...with behind-the-scenes appreciation tours. You'll study in detail some of the priceless art that is on exhibit at Epcot Center's World Showcase. You'll go backstage to discuss entertainment with performers and technicians. You'll see how creative applications of current technology are used to solve Walt Disney World's unique operational problems. You will also enjoy a welcome reception, gourmet dinner and farewell luncheon. Rates for two (double occupancy) are at $425 each.*

In addition to the rates quoted, there are special rates for additional participants (in same room) and for non-participants, both adults and children. Non-participants in the seminar program can share accommodations and several meals with a participant, plus receive admission tickets and use of the Walt Disney World Transportation System with their particular package rates. Of course, there is no lack of fun, excitement and attractions for vacationers of all ages in the vast Walt Disney World resort complex.

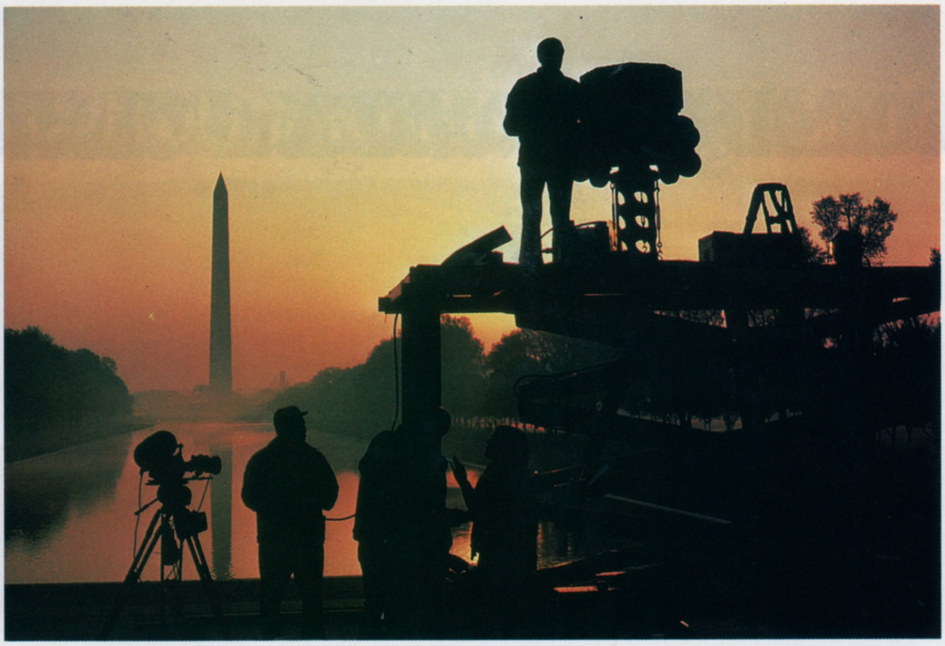
Now is the time to be planning your fall or winter vacation. Why not plan to pursue your hobby and the fun of Walt Disney World in sunny Florida at the same time? For further information, and to make reservations, visit your travel agent or Eastern Airlines tour representative. If you are a member of the Magic Kingdom Club, you and your family are entitled to special rates at considerable savings for one of these **Vacation Seminars**. Call or write one of the Magic Kingdom Club Travel Centers: P.O. Box 4180, Anaheim, California 92803, (714) 520-5000; or P.O. Box 600, Lake Buena Vista, Florida 32830, (305) 824-2600. Or contact Walt Disney World Seminar Productions, P.O. Box 40, Lake Buena Vista, Florida 32830, (305) 828-1500. You may want to inquire also about **Seminar Workshops** for groups and conventioneers visiting Walt Disney World.

*Rates quoted are for Eastern Airlines packages.

PSA JOINS DISNEY FAMILY

Will Sponsor New Circle-Vision 360 Theatre

WORLD PREMIERE
CIRCLE-VISION
PRESENTED BY
PSA



PSA (Pacific Southwest Airlines) has been chosen as the official airlines of Disneyland Park and the Magic Kingdom Club. As a new Disneyland corporate participant, PSA will sponsor an exciting new film, "American Journeys," and what will now be called the "World Premiere *Circle-Vision*" attraction in Tomorrowland. The film is scheduled for a July 4th weekend premiere to the public.

The "Magical Smiles" exclusive travel packages offered by PSA and the Walt Disney Travel Company have been promoted in travel agencies for some years past. This new relationship between the two companies will encourage additional joint marketing and promotion campaigns.

Pacific Southwest Airlines is well known in Southern California. It began its operations on May 6, 1949 with one DC-3 aircraft. A far cry from 1982, when the airline flew 7.1 million passengers with its new-generation fleet of DC-9s, Super 80s and Boeing 727s.

Last January, the *Circle-Vision 360* attraction, remembered for its showing of the classic "America The Beautiful" film, closed for remodeling and new film. When it reopens this summer, "American Journeys," exploring the many moods and faces of the USA, will delight Tomorrowland guests.

"This is not a geographical survey," claims Don Henderson, Manager of Film Productions at WED Enterprises (WED is an acronym for Walt Elias Disney). "It's the story of the American people told visually—their heritage, struggles and sacrifices."

According to Henderson, *Circle-Vision 360* and 200° motion pictures created for Disney's Epcot Center in Florida provided a testing ground for the makers of "American Journeys."

"Through a creative use of the medium, we've expanded the frontiers of *Circle-Vision* technology. Now we feel there's nothing we can't do, from filming underwater to some day filming in outer space," says Henderson.

Commenting on the dazzling films which were produced by Disney for Epcot Center, Randy Bright, executive producer of Epcot Center films, observed, "We didn't reject show ideas because they may appear 'technically impossible' or because they hadn't been done before." If the technology didn't exist, Disney Imagineers developed it.

Besides having underwater capabilities, *Circle-Vision 360* cameras are now installed in helicopters to film aerial scenes—a big improvement over the former use of the World War II B-25 bomber aircraft. Not only can a helicopter hover and fly between buildings and mountains; it can come to within three feet of the subject being filmed!

It's no coincidence that Rick Harper and Jeff Blyth, the producer/directors of "American Journeys," also produced films for Epcot Center. Their influences can be seen in a freer, less inhibited use of the medium. When making the 200° motion picture "Impressions de France," Harper filmed many closeup, people-oriented scenes—something unusual in a wide screen format. This movement away from grand panoramas distinguishes "American Journeys" from "America The Beautiful." The new film explores not only the places but the people of America...children flying kites in a Utah meadow...a shipcarver working in his Connecticut shop.

But the film will also surround viewers with the breathtaking scenery characteristic of the *Circle-Vision 360* format. In their cinematic journey across America, viewers glide over Rocky Mountain meadows and soar above the canyons of Utah. They travel up the Mississippi River alongside puffing paddlewheelers and down New York City's Park Avenue amidst a sea of yellow taxis. Guests see the country through the eyes of a mountain climber scaling the Rockies and a balloonist drifting over Monument Valley in Arizona.

Other *Circle-Vision 360* and 200° motion pictures which were produced for Epcot Center and Toyko Disneyland may also make their California debuts in Disneyland. "Wonders of China" is scheduled to be shown later this year.

"American Journeys" will follow an eight minute pre-show entitled "All Because Man Wanted To Fly." Through a combination of live action and animation, this film explores mankind's sometimes heroic, often humorous attempts to conquer the sky.

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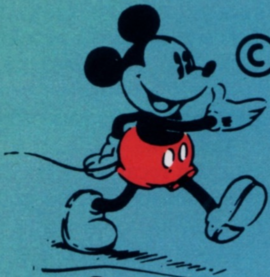

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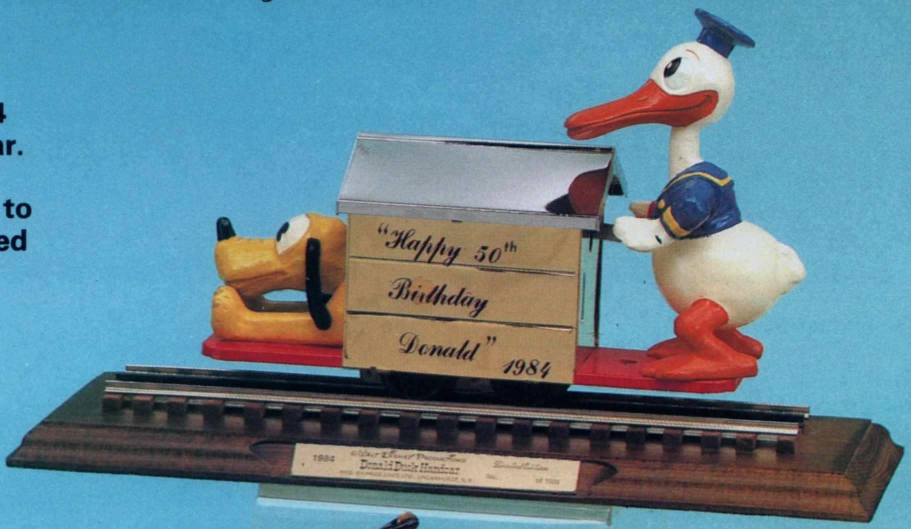

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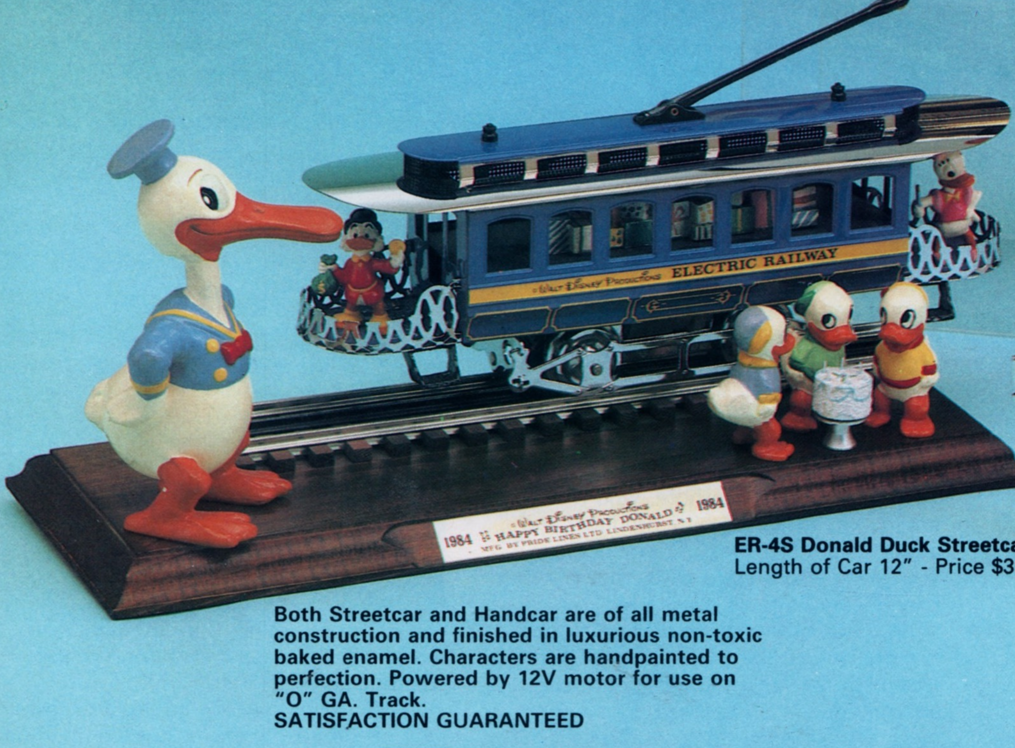

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"Steve Allen's Music Room"

New Disney Channel Series Airs This Summer

by **Ellen Voelckers**

Perhaps the titles of three songs written by the popular composer, Steve Allen, might best describe the new Disney Channel show, "Steve Allen's Music Room," a series of one-hour specials which will debut this summer. The concept of a production featuring an informal gathering of incredibly talented people having a wonderful time together might at first have seemed *"Impossible."* But the tapings soon turned into a *"Picnic,"* and naturally, *"This Could Be The Start of Something Big"!*

And something big it is. "Steve Allen's Music Room" will highlight the artistry of many big names: Burt Bacharach, Sarah Vaughan, Lou Rawls, Rosemary Clooney, Steve Lawrence and Eydie Gorme, to name just a few. Hosted by Mr. Versatile himself, Steve Allen, and his sidekick, Bill Maher, the show also features a 17-member all-star orchestra directed by vibraphonist Terry Gibbs.

Although Allen said that the show's music could be defined as "middle-of-the-road," or "adult contemporary," he added, "We've got a lot of beautiful melodies and we draw a good part of our music, although certainly not all of it, from the 1920s, 30s and 40s. In the history of American culture, this was truly a Golden Age of music. This was the period when the great figures of modern music were producing their most important work. People like Cole Porter, Johnny Mercer and George Gerswin."

While Allen expects that the show's initial appeal will be for older adults who have followed him since his early emergence on television during the 50s, he hopes he'll intrigue and interest younger viewers.

The members of the "Music Room" orchestra aren't exactly twenty-year-olds, but they are what Allen defines as "The best studio men available. Truly an all-star jazz group." The band was assembled with music heavyweights from Terry Gibbs' big band and from the current "Tonight Show" orchestra.

Feeling strongly about artist identification, Allen requested that the orchestra players be kept on camera for much of the taping, and he encouraged them to speak out. He also had their names superimposed when they soloed.

With a kind of "Southern California Modern" ambiance – plenty of plants, ornate carpets, wall hangings, floor pillows and large vases – the overall show set has a cosy but classic look. Three stunning grand pianos, a rosewood, a black and a white one, help divide the stage into an orchestra set area, an informal den setting and a "home base." If Allen is not performing a number, he chats with guests, jokes with Maher, and basically hosts while sitting and playing lightly at the piano.

Producer Fred Tatashore, who is a five-time Emmy award-winning producer and writer, said, "The 'Music Room' is like you've gone to a good party with wonderfully talented people playing for you."

In terms of format, the "Music Room" is more or less like a talk show with the exception that only music is performed and only music is discussed. In many ways, it's like Allen's original "Tonight Show" that aired during the 50s in New York. On certain nights he said the "Tonight Show" would hardly be a talk show at all. "We would simply book a number of singers, perhaps a distinguished composer or lyricist and do a 90-minute musical show."

Generally, about three to five guests appear per show with about 15 musical numbers featured. In addition, old black and white television clips such as Steve Lawrence and Eydie Gorme singing "I Sing Flat," add humor and charm to the production.

Allen recalled, "The singers and the musicians had such a good time they didn't want to go home after tapings. This was particularly the case on the days we were doing two shows. We found that the guests on the first show just tended to hang around for the second one. And in one instance, Lou Rawls came back on another day when he wasn't even scheduled to be in the neighborhood. He just wanted to hang around and have some more fun listening."

It's not surprising that Steve Allen would want to do a series of this nature. After having written a whopping 4,000 songs, Allen is listed in the Guinness Book of World Records as the most prolific composer of modern times. Among his hits are popular standards such as "South Rampart Street Parade," "Gravy Waltz" and "Pretend You Don't See Her."

What is surprising is the fact that Allen considers himself a "musical illiterate" because he doesn't read music. Starting at age seven he did take three years of piano lessons in school, but didn't continue with the training.

Nonetheless, music has always been part of his life. His parents were both greatly involved in vaudeville and Allen claims that by the time he was ten he had practically formed his musical tastes. His first paid job as a performer came when he was in high school. Allen was paid 50 cents for a night's work at a saloon on 63rd street in Chicago.

Since then, he's been busy as a composer, lyricist, conductor, singer, performer and pianist. Allen has made some 40 record albums; he wrote the music and lyrics for the Broadway musical "Sophie"; won a Sylvania Award for his score for NBC-TV's "The Bachelor," and composed the score for the MGM film, "A Man Called Dagger." Allen also starred on Broadway in "The Pink Elephant" and in Universal's "The Benny Goodman Story." In addition, Allen has authored some 26 books including two novels, two volumes of short stories and two books of poetry.

Andy Williams once said, "Steve Allen does so many things, he's the only man I know who's listed on every one of the Yellow Pages."

Well, Allen may not be listed on *every* one of the Yellow Pages, but we do know that his show will soon be listed somewhere under "D" for Disney Channel, which certainly delights him. "The very word Disney brings a smile to my face. I'm honored to be aboard, particularly with a program that will concentrate on the very best in American music."

WALT DISNEY PRODUCTIONS HIGHLIGHTS

Stockholders' Meeting Notes

Approximately 1,200 shareholders attended Walt Disney Productions' annual stockholders' meeting on Feb. 28 in the Contemporary Resort Hotel at Walt Disney World in Florida.

Michael Bagnall, Executive Vice President and Chief Financial Officer, disclosed that attendance at Disneyland was running 11 percent ahead of the prior year in the first 21 weeks. He attributed this increase to the public response to the all new Fantasyland area and to the good weather. Walt Disney World (includes both the Magic Kingdom and Epcot Center) attendance, meanwhile, continued to run behind when attendance declined 14 percent for the first 21 weeks of the Company's current fiscal year which began Oct. 1, 1983.

Ron Miller, President and Chief Executive Officer of Walt Disney Productions, ended the meeting with a positive outlook for the company: "With definite signs of the revitalization of our movie business, a fast growing subscriber base for The Disney Channel, expansion plans for Tokyo, the prospects of a European Disneyland and the solid financial foundation that Epcot Center assures us, our future remains bright."

"Touchstone Films" New Disney Banner

Walt Disney Productions announced in February that it would release films under a second banner, "Touchstone Films," while continuing to produce and release motion pictures under the present "Walt Disney Pictures" label.

Selected future films will carry the Touchstone logo; they will be Disney's vehicle to expand their market into more adult-oriented productions, not intended for viewing by the entire family. Actual content and themes may not always be appropriate for youngsters. The name Walt Disney Pictures on a production will continue to signal that the film is designed as family entertainment. "Touchstone will identify those films appealing to other segments of the movie-going audience," according to Ron Miller, President and Chief Executive Officer of Walt Disney Productions. "With Touchstone we are making a very clear distinction between classical, customary Disney entertainment for the whole family and our diversification into a wider spectrum of films."

Richard Berger, President of Walt Disney Pictures, will also be responsible for Touchstone productions. Berger said the Touchstone label will give the company the flexibility to explore wider opportunities in filmmaking, reaching out to the new generation of teenage and young adult audiences that make up the majority of the movie-going public.

"Splash," a Brian Grazer Production of a Ron Howard Film, which premiered in March, was the first film released under the "Touchstone" label.

Splash

New French Retaurant in World Showcase

Simple, traditional French cuisine served in art noveau surroundings is featured fare in "Le Bistro de Paris," a new restaurant in the FRANCE Showcase at Walt Disney World Epcot Center. The new dining place is operated by French culinary experts Paul Bocus, Gaston Lenotre and Roger Verge and is located "upstairs" from their already famous "Les Chefs de France."

Lunch and dinner are served. Among the dinner entrees: braised beef, chicken breast under puff pastry, sauteed beef tenderloin, steamed filet of fresh grouper and roasted veal loin.

OLYMPIC NIGHT DISNEYLAND®

Award to Disneyland Olympics Events

Weekend events in March which were Disneyland's own salute to America and the Olympics, were awarded a Freedoms Foundation award by the national Freedoms Foundation at Valley Forge.

Continued

Walt Disney Productions • Highlights

New Home Video Release

" Tiger Town," the first Disney full-length feature film produced exclusively for the Disney Channel, is available at your local dealer in both VHS and Beta formats at around $69.95. "Tiger Town" is a heart-warming action-packed drama starring Roy Scheider ("Blue Thunder," "Jaws") as a fading baseball superstar whose biggest fan is Justine Henry ("Kramer vs Kramer").

Industrious little, lovable characters from the fantasy world of Jim Henson's award-winning "Fraggle Rock" series star in **Doozer Music**, the first title in a series of whimsical new Muppetmusic Home Video Programs. The new video title features the festive work-and-play songs of the delightful Doozers—endearing critters who just love to sing along as they work, work, work! **Doozer Music** comes in Beta Hi-Fi and Stereo VHS videocassettes for about $19.95. Muppetmusic Home Videos are trademarks of Henson Associates, Inc.

Also new on the home video hearth are the premiere volumes of the **Stories and Fables** library, a hallmark of the high-quality programming traditionally offered by Disney. Six live-action episodes including "Simpleton Peter," "The Well of the World's End," "The Soldier Who Didn't Wash," "The Five Loaves," "The Forbidden Door," and "Cap O'Rushes," make up this classic collection, with two stories per volume. Gathered from around the world, these classic folktales brim with laughter, tears and unforgettable lessons. Each **Stories and Fables** volume is available in both VHS and Beta formats and retails at $49.95. Additional titles are expected during the coming year.

Walt Disney Pictures' "OZ" in Production

A nine-year-old Vancouver schoolgirl has been cast to play the pivotal role of Dorothy in Walt Disney Pictures' large-scale fantasy/adventure, "OZ." Fairuza Balk, an American-born Canadian immigrant, beat out hundreds of applicants for the starring role as the Kansas farm girl played by Judy Garland in the 1939 film classic, "The Wizard of Oz." "OZ," based on "Ozma of Oz" and "Land of Oz" by L. Frank Baum, introduces a new cast of imaginative characters as Dorothy returns to Oz for further adventures.

Jean Marsh, who won acclaim in TV's "Upstairs, Downstairs," is playing a dual role in the film. Nicol Williamson also plays a leading dual role. Also starring are Matt Clark and Piper Laurie. "OZ", directed by Walter Murch and produced by Paul Maslansky, will be one of Walt Disney Pictures' major releases in 1985.

Upcoming Movies

Touchstone Films' "Country," starring Jessica Lange, Sam Shepard and Wilford Brimley, is set for a Fall release this year. "Country," a human drama about the stirring struggle for survival of a present-day farm family, reunites Lange and Shepard after their teaming last year in "Frances."

William Katt, Sean Young and Patrick McGoohan star in Touchstone Films' "Baby," the adventure saga of a young couple who discover a family of dinosaurs while on an expedition in Africa. The film was shot entirely on location on West Africa's Gold Coast. It is scheduled for a Christmas release.

Walt Disney Pictures' "The Black Cauldron," which will be Disney's 25th full-length animated feature, is in production for a 1985 release.

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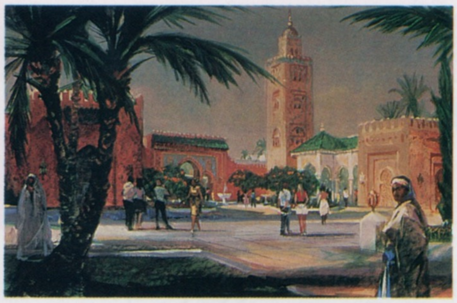

Morocco Pavilion On Schedule

Construction continues on schedule for the opening Oct. 1 of Epcot Center's new Morocco pavilion. Hand-crafted decorative items for this pavilion are being made by Moroccans in Morocco. All the rock-work, textures and colors in the architectural design are authentic.

Morocco will feature replicas of many of the well-known landmarks such as the Bells of Medersa in Fez–the religious and cultural center of Morocco. According to George Rester, director of architectural design and production, "Morocco will provide an experience such as you would have if you went to Morocco. We've taken the very best of the handicrafts, monuments and architecture to create a show which is a visual delight to the eye–it's going to be beautiful!" An in-depth story on the new pavilion will appear in the Fall issue of Disney News.

Disneyland Space Mountain Stage to Feature 3-D Film

During the summer evenings, one of the largest-format and most realistic 3-D films ever produced will be shown at Space Mountain in Disneyland Park. Guests will be given free 3-D glasses at the entrance for viewing this 70mm attraction entitled *Magic Journeys*. This is the same exciting film that is presently thrilling guests in Walt Disney World's Epcot Center in the Journey into Imagination Pavilion.

For the unusual *Magic Journeys*, Disney Imagineers started from scratch, designing their own three-dimensional photography system with the capability of delivering some of the biggest, clearest, and sharpest images ever produced in 3-D, in both slow motion and high speed. But even as startling as the resultant you-are-there effects, what really makes the show is the imaginative story line that puts each member of the audience inside a child's imagination. Beginning with a handful of children racing across a meadow and gazing at clouds, it also brings a frothy pink-and-white cluster of spring blossoms right to the tip of your nose. The sense of proximity is so realistic that more than one visitor reaches out to touch them. Dandelion spores float through the air, turn into stars, and are then transformed into a sun whose rays become water right before your eyes. In another scene, a child's kite changes from bird to fish to a whole school of fish, to a flock of birds, bird wings, the flying horse Pegasus, a real horse, and then a spirited steed on a merry-go-round. The brass harness ring of the carousel horse floats out at the audience, tempting all to try to catch it. Then the ring itself turns into a moon, then bats, then frightening witches and their masks and finally the Sphinx.

The moving music is by Richard M. and Robert B. Sherman, composers of "It's a Small World," among other Disney classic melodies. The film's director was Murray Lerner, awarded an Oscar for his documentary of Isaac Stern's concert tour of China, *From Mao to Mozart*.

Disney Channel to 19 Hour Day

In March, The Disney Channel expanded its programming day from 16 hours to 19 hours, due to subscriber's requests.

In June, The Channel will air a special tribute to Donald Duck's 50th birthday.

"SuperTed," a series of 24 newly-produced, eight-minute color cartoons from Siriol Animation in Wales, will be shown on The Disney Channel this Fall. Although filmed in the Welsh language, the series will be dubbed in English for U.S. viewing. SuperTed, transformed from an ordinary teddy bear, uses the latest technological equipment in his fight to protect children and animals from all the evil forces of the world.

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50TH ANNIVERSARY
WELCOME
1933 – 1983
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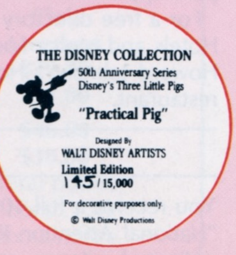
1933 – 1983
The Big Bad Wolf
ANNIVERSARY
1933 – 1983



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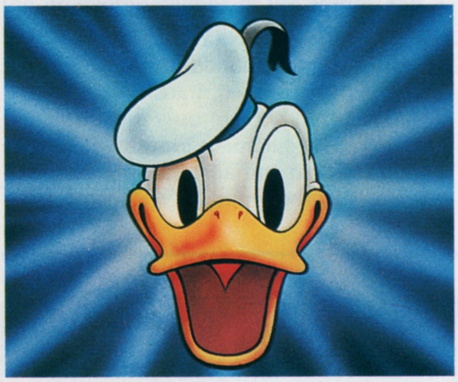
Donald Duck's 50th birthday celebration highlights the summertime festivities at the Walt Disney World Vacation Kingdom in Florida and Disneyland Park in California. Colorful parades, spectacular stage shows, and a host of other surprises will commemorate that irascible, spirited duck's golden anniversary in show business.



You can participate in all this summer fun at Disneyland and Walt Disney World by booking an exclusive Magic Kingdom Club Vacation Plan or by taking advantage of special reduced prices on ticket media.

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WALT DISNEY WORLD VACATION KINGDOM

Spread over 28,000 acres of fun, fantasy, and adventure in Central Florida, the Walt Disney World Vacation Kingdom is the ultimate vacation destination with a myriad of great things to see and do. The summer months add to the excitement with a multitude of parades, shows, and special events at both Epcot Center and the Magic Kingdom. In addition, there's more time to enjoy the wonders of Epcot Center and the Magic Kingdom because both entertainment areas are open daily with extended operating hours during the summer.

Donald Duck's 50th birthday celebration highlights the Magic Kingdom festivities, which will also feature "Fantasy in the Sky" fireworks and the Main Street Electrical Parade.

New Future World characters I/O and IB4E provide computer age fun for visitors to Epcot Center. I/O (Input/Output) stars in *Backstage Magic,* an entertaining exploration of how computers work and the role they play in running Walt Disney World. Located in Computer Central, *Backstage Magic* is presented by Sperry. In a different kind of performance, IB4E, a mime "robot," and its creator, Mr. Intelligence, act out a computer-age sidewalk comedy.

Entertainment at Epcot Center this summer features an all-new state-of-the-art laser show, which combines water fountains, fireworks, and laser-created images in a 15-minute performance that will light up the nighttime sky above World Showcase Lagoon.

In addition to visiting Epcot Center and the Magic Kingdom, you can participate in a number of other activities at the Walt Disney World Vacation Kingdom. You can beat the summer heat at River Country, escape to the peaceful serenity of Discovery Island, wander through the quaint shops of Walt Disney World Village, play golf or tennis, water ski, fish, hike, jog, or bicycle at a variety of indoor and outdoor recreation facilities, or you can just sit back, relax, and soak up the warm Florida sun. Whatever you choose to do, you'll certainly never be at a loss for fun and excitement.

With a Magic Kingdom Club Vacation Plan, you and your family can see and enjoy all the wonders of the "World." In addition, you'll be able to select from a variety of plans, one of which is certain to fit your needs, budget, and schedule.

Each plan features admission and unlimited use of all adventures and attractions in the Magic Kingdom and Epcot Center, unlimited use of the transportation system at the Walt Disney World Vacation Kingdom (monorails, ferryboats, and motor coaches) and accommodations at a quality hotel on or near the Walt Disney World property. In addition, depending on the plan you choose, you will receive a selection of coupons good for meals, recreation facilities and activities, and merchandise.

World Vacation plans are the ultimate way to see the Walt Disney World Vacation Kingdom. For one price per person, you receive just about everything Walt Disney World has to offer for five, six, or seven nights: deluxe accommodations at a Walt Disney World resort hotel; admission and unlimited use of the Magic Kingdom and Epcot Center; unlimited use of the transportation system in the Walt Disney World Vacation Kingdom and all recreation activities and facilities; three meals a day at many of the fine restaurants at Walt Disney World; *Steve Birnbaum's Official Guide to Walt Disney World*; and, for each adult, a $10 certificate for merchandise at Walt Disney World Village.

Depending on the accommodations selected, a family of four (two adults, one junior, aged 12-17, one child, aged 3-11) would pay $1,686-$1,926 for five nights; $2,001-$2,289 for six nights; and $2,319-$2,655 for seven nights; additional nights on the ***World Vacation*** plan are available for $327-$375 per night.

For the more adventurous who prefer the peace and serenity of the Florida backwoods, the Magic Kingdom Club offers ***Camping Jamboree*** plans at Fort Wilderness Resort.

You'll find all the comforts of home at fully equipped campsites in a wilderness of fun and recreation. Even if you don't have your own trailer you can still join in on the excitement by renting one that comes with a kitchen and bathroom, air conditioning, telephone, maid service—even a color TV. In addition, you'll have access to a variety of Fort Wilderness facilities and services, including a cafeteria and snack bar, two general stores, a petting farm, a beach, a marina, and dozens of wilderness trails for hiking, walking, and jogging.

Camping Jamboree plans are available for four and six nights. For a family of four, a four-night plan, with trailer rental, costs $919; a six-night plan is $1,298. If you bring your own trailer, the four-night plan would cost a family of four $589-$607 (depending on the location of the campsite) and the six-night plan would be $804-$830.

For maximum enjoyment at minimum cost, you can take advantage of the convenience of a ***Village Holiday*** plan. This plan features family-sized accommodations at one of six high-rise hotels in the Walt Disney World Village Hotel Plaza for your choice of three, five, or seven nights.

Village Holiday plans combine the advantages of spacious accommodations within the Walt Disney World Vacation Kingdom with the savings available to those who stay at either Buena Vista Palace, Americana Dutch Resort Hotel, Howard Johnson's Resort Hotel, The Hilton, Hotel Royal Plaza, or the Viscount Hotel.

In addition, beginning August 27 and extending until the end of the year, Howard Johnson's Resort Hotel, Americana

Continued

CLUB PRICES ON PASSPORT TICKETS

WALT DISNEY WORLD IN FLORIDA

As members of the Magic Kingdom Club, you and your family are entitled to special reduced prices on Three-Day and Four-Day World Passports for Club members. *In addition, the One-Day Ticket is once again available to Club members at a special Club price.*

ONE-DAY TICKET

This ticket includes one day's admission and unlimited use of all adventures and attractions in either the Magic Kingdom or Epcot Center. (Magic Kingdom ticket includes transportation to and from Magic Kingdom only.)

	General Public	**Club Members**
One-Day Ticket	$18.00	**$17.00**
Child Ticket (ages 3 through 12)	$15.00	**$14.00**

THREE-DAY AND FOUR-DAY WORLD PASSPORTS

These tickets include admission and unlimited use of all adventures and attractions in both the Magic Kingdom and Epcot Center, as well as use of the transportation system in the Walt Disney World Vacation Kingdom. Both tickets are good indefinitely and need not be used on consecutive days.

	General Public	**Club Members**
Three-Day World Passport	$42.00	**$39.00**
Child Passport (ages 3 through 12)	$34.00	**$31.00**
Four-Day World Passport	$52.00	**$48.00**
Child Passport (ages 3 through 12)	$42.00	**$38.00**

Remember, these Club prices are not available to the general public. Present your Magic Kingdom Club card at any main entrance ticket booth. Parking is $1 per car. All prices and ticket media are subject to change without notice.

MAGIC KINGDOM CLUB OFFERS A WORLD OF FUN TO CLUB MEMBERS

Continued

Dutch Resort Hotel, the Viscount Hotel, and Hotel Royal Plaza will be offering accommodations at lower rates than those published in the *1984 Magic Kingdom Club Membership Guide & Vacation/Travel Book.*

The prices for a family of four staying at Howard Johnson's Resort Hotel, Americana Dutch Resort Hotel, or the Viscount Hotel will be $483 for three nights (regularly $521-$549); $661 for five nights (normally $725-$773); and $945 for seven nights (usually $1,035-$1,103). At Hotel Royal Plaza, a family of four will pay $549 for three nights (normally $589); $773 for five nights (usually $837), and $1,103 for seven nights (regularly $1,193). The rates remain the same for Buena Vista Palace and The Hilton.

For even greater savings, ***Family Getaway*** plans offer family-priced vacations with quality accommodations at a selection of hotels a short distance from the Walt Disney World Vacation Kingdom.

With a ***Family Getaway*** plan, a family of four can enjoy three nights for $283-$379; five nights for $459-$619; and seven nights for $660-$884. Prices vary according to the accommodations and the season.

For more information about Club Vacation Plans at Walt Disney World, consult the *1984 Membership Guide & Vacation/Travel Book.*

Simply by presenting your Magic Kingdom Club membership card, you and your family can take advantage of the savings available to Club members on the best experiences at Walt Disney World:

- Special Club prices on Magic Kingdom and Epcot Center ticket media, *including the One-Day Ticket, which is once again available to Club members at a special reduced price.*
- Reduced admission prices at River Country and on the River Country/Discovery Island combination ticket.
- Reduced rate on regular greens fees at the three Walt Disney World championship golf courses.
- Nightly 10% discount on accommodations at the Walt Disney World Village Hotel Plaza. (Reservations must be made through the Magic Kingdom Club Travel Center. This discount does not apply if you are on a Club Vacation Plan.)

The Magic Kingdom and Epcot Center are open every day with extended hours of operation through the end of summer.

DISNEYLAND PARK

Summer brings a wealth of fun, excitement, and adventure to Disneyland Park in California, and this summer is no exception with a variety of special events planned for the season-long celebration. Parades and shows in honor of Donald Duck's 50th birthday highlight the festivities, which also include the nightly "Fantasy in the Sky" fireworks, as well as dancing to the sounds of today at the Tomorrowland Terrace Stage in Tomorrowland and the big band beat at the Plaza Gardens stage next to Sleeping Beauty Castle.

In addition, Disneyland will herald the opening of two new attractions this summer. Alice, the Mad Hatter, the White Rabbit, and Tweedledee and Tweedledum join the new Fantasyland in the all-new Alice in Wonderland attraction, which takes guests on a whimsical journey through the looking glass. Also scheduled to open this summer is World Premiere *CircleVision*, presented by PSA and featuring *American Journeys,* a new *CircleVision 360* motion picture, and *Wonders of China*, direct from Epcot Center at the Walt Disney World Vacation Kingdom in Florida. The pre-show will showcase the short film, "Why Man Wanted to Fly," starring Orville, the comical albatross from the Disney animated classic, "The Rescuers."

Also this summer, Disneyland will present *Magic Journeys*, the 3-D, 70mm motion picture from Journey into Imagination at Epcot Center Future World. The most lavish and realistic 3-D motion picture ever produced, *Magic Journeys* takes guests on a breathtaking trip into the realm of a child's imagination.

And, of course, you'll be able to experience all of the more than 50 adventures and attractions at Disneyland Park.

Over 225 million people from every corner of the globe have time and again discovered the magic waiting for them at Disneyland Park. As Magic Kingdom Club members, you and your family can share in the wonders of Disneyland with exclusive money-saving values available only to Club members. Whether you visit for the day with the Passport ticket or five days with a Family Vacation Plan, you'll experience the many pleasurable memories of the "Happiest Place on Earth."

The Magic Kingdom Club offers a selection of Vacation Plans at Disneyland Park that allow you to enjoy your stay in Southern California without having to worry about scrambling for accommodations or waiting in line for tickets. Each plan features admission and unlimited use of all adventures and attractions in Disneyland, your choice of accommodations at one of over 20 hotels and motels

CLUB PRICES ON PASSPORT TICKETS

DISNEYLAND IN CALIFORNIA

If you and your family are planning a vacation at and around Disneyland in Southern California, don't forget that it pays to be a Magic Kingdom Club member on the West Coast, too.

PASSPORT TO DISNEYLAND

The special Club prices include one day's admission and unlimited use of Disneyland adventures and attractions (except Arcades).

	General Public	**Club Members**
Adult	$14.00	**$13.00**
Child (ages 3 through 12)	$ 9.00	**$ 8.00**

Remember, these Club prices are not available to the general public. Present your Magic Kingdom Club Card at any main entrance ticket booth. Parking is $2 per car. All prices and ticket media are subject to change without notice.

in the Anaheim area, and transportation between your hotel or motel and Disneyland. In addition, if you stay three nights or longer, you will receive a selection of coupons good for meals at Disneyland or admission to a variety of Southern California attractions, including Knott's Berry Farm, Universal Studios, Movieland Wax Museum, and Marineland.

Hotels and motels in the Club Vacation Plans range from luxurious accommodations at the Disneyland Hotel and the soon-to-be opened Emerald of Anaheim, to deluxe but affordable rooms at Howard Johnson's, Sheraton Anaheim, and the recently opened Doubletree Hotel, to dollar-wise lodging at such motels as Cosmic Age, Ramada Inn, and Penny Sleeper Inn.

Depending on the accommodations you choose and the time of year you visit Disneyland, the ***2-Night Family Getaway*** would cost a family of four (two adults, one junior, aged 12-17, one child aged 3-11) from $169-$269 during the on-season (Christmas, Easter, summer); a ***3-Night Park Holiday*** would cost $255-$405; a ***4-Night Disneyland Adventure*** would be $343-$543; and a ***5-Night Fantasy Vacation*** would cost $429-$681. Lower rates are available for motel accommodations during the off-season.

Magic Kingdom Club Family Vacation Plans do not include airfare; however, the Magic Kingdom Club Travel Center can arrange your flight reservations at the time you book your vacation. Also, remember that PSA is the Official Airline of Disneyland and Walt Disney's Magic Kingdom Club and that, now through December 31, 1984, when you travel to Disneyland on a Magic Kingdom Club Vacation Plan, kids fly free on PSA and receive two free admissions to the "Happiest Place on Earth." For details, see the *1984 Membership Guide & Vacation/Travel Book.*

Your Magic Kingdom Club membership card entitles you to a number of special benefits when visiting Disneyland:

- Special reduced prices on One-Day, Two-Day, and Three-Day Passports to Disneyland.
- A 10% nightly discount on accommodations at Disneyland Hotel and Howard Johnson's Motor Lodge (discount does not apply to Club Vacation Plans).

Right now, Disneyland is open every day until the end of summer with extended hours of operation.

SAN DIEGO

By combining a ***San Diego Spree*** with a Club Vacation Plan at Disneyland Park, you and your family can enjoy an excitingly complete vacation to Southern California, one of the most popular vacation destinations in the United States.

San Diego is one of California's oldest and most colorful cities. Located just 90 miles south of Disneyland, San Diego is a mix of old-world Spanish flavor and modern, cosmopolitan flair.

The Magic Kingdom Club offers two-night and three-night vacation plans to this sunny playground that include accommodations at one of a number of quality hotels in the San Diego area, plus your choice of a variety of recreational activities, including admission to Sea World, the San Diego Zoo, and San Diego Wild Animal Park.

Depending on the accommodations you select, a two-night plan would cost a family of four $202-$274 and a three-night plan would cost $297-$405.

WORLD SHOWCASE TOURS

In addition to Club Vacation Plans at Walt Disney World Vacation Kingdom in Florida and Disneyland Park in California, the Magic Kingdom Club Travel Centers also feature a wide variety of vacations, tours, and cruises that are economical, exciting, and relaxing. From the sunny shores of Hawaii, to the warm blue waters of the Caribbean, to the exotic intrigue of Morocco, the Magic Kingdom Club Travel Centers have a vacation for you that can literally take you around the world.

HAWAII

For the ultimate in getting away from it all, you can book a ***Hawaii Fantasy*** vacation through the Magic Kingdom Club Travel Center. You can spend seven nights in Waikiki Beach on the island of Oahu or you can choose from a variety of other plans that will take you not only to Oahu, but also to the lush green valleys of Maui, the tropical gardens of Kauai, and the unspoiled beauty of the Big Island, Hawaii, for seven, nine or 14 nights. A vacation in Hawaii is the dream of a lifetime and it can be yours today.

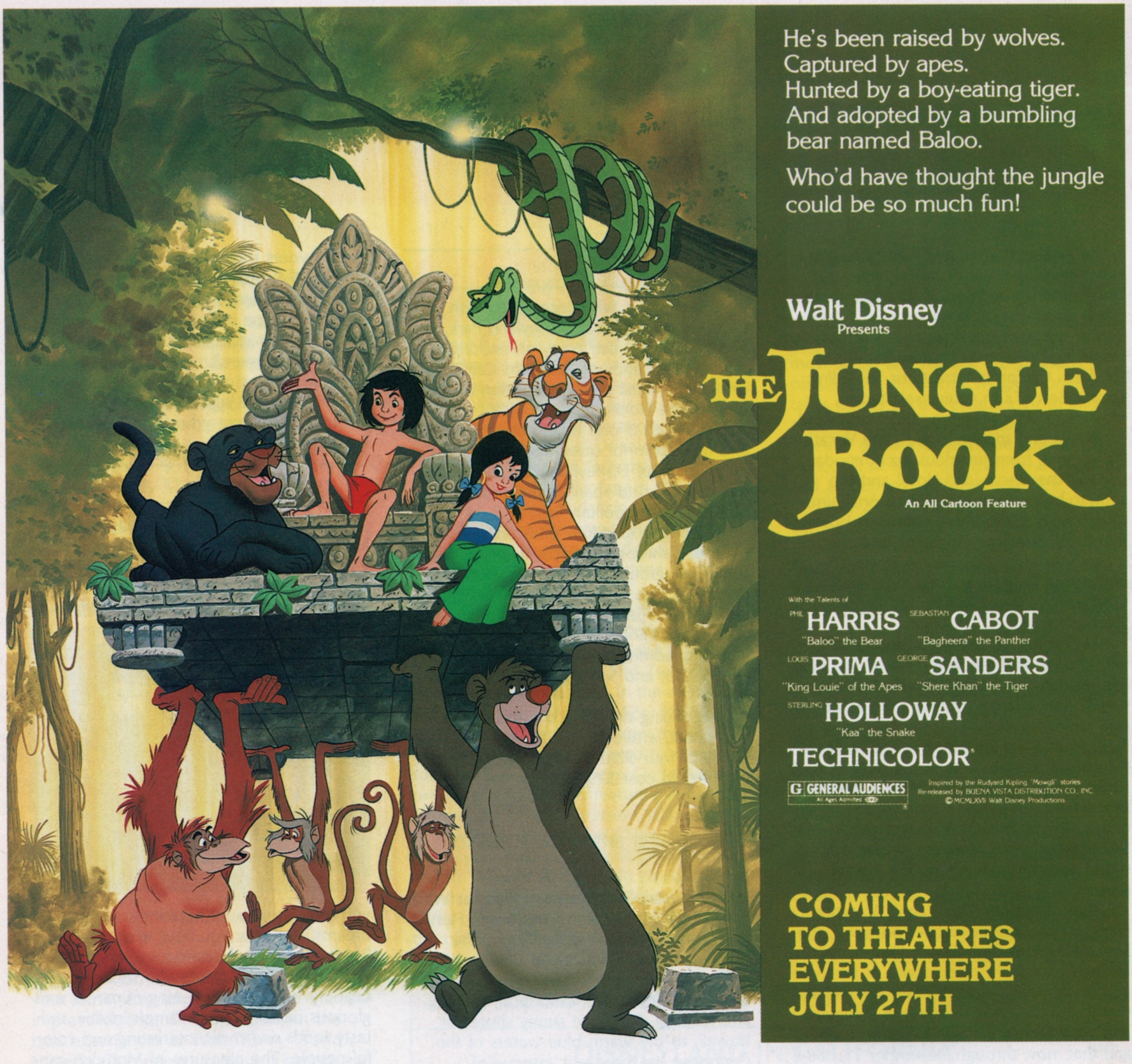
Hawaii Fantasy vacations include accommodations, flights between the islands, and use of a rental car (on seven, nine, and 14-night plans that feature two or more islands only). The vacation plans do not include airfare to and from Hawaii, but the Magic Kingdom Club Travel Center can arrange your flight reservations for you.

MOROCCO

Come to the Casbah with a Magic Kingdom Club World Showcase tour to legendary Morocco, the land of "A Thousand and One Nights," Casablanca, and Marrakesh. It's a mysterious place that you've seen only in movies or in your dreams, but now you have a chance to live it. You'll see historic ruins, ancient and enchanted marketplaces and squares, beautiful mosques, towering minarets, and glorious palaces. You'll sample exotic and tasty foods and meet interesting and colorful people. The pleasures of Morocco can be yours for seven days and six nights at the unbelievable price of only $270 per person (based on triple occupancy; price does not include airfare).

The Morocco Showcase Tour includes deluxe accommodations at five-star hotels, a continental breakfast daily, six dinners and two lunches.

Your Magic Kingdom Club membership card is your key to this exciting world of fantastic benefits, unbeatable values, and fun-filled vacation plans. When planning your 1984 or 1985 vacation, look to the Magic Kingdom Club Travel Centers for the very best in worry-free, cost-wise vacation ideas. And, be sure to take advantage of the exciting opportunities your Magic Kingdom Club membership card provides you.



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And adopted by a bumbling bear named Baloo.

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